

# LIFE

EXCLUSIVE—Mt. McKINLEY RESCUE  
TEEN-AGERS GOING STEADY

THE BOLD CALIFORNIA LOOK  
KATIE RICHMOND

20 CENTS

JUNE 14, 1954



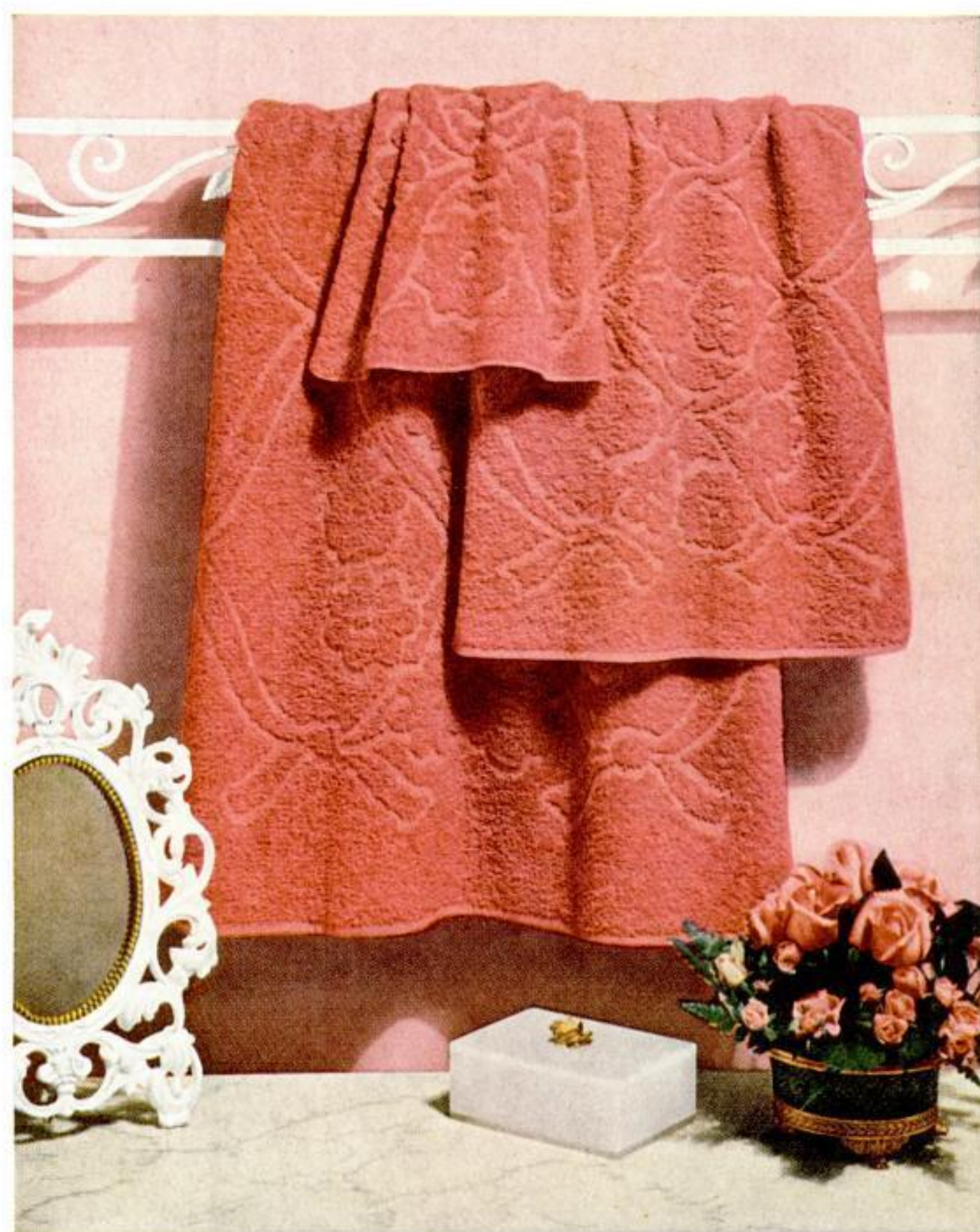


*A tip to remember next time you buy towels:*

**CANNON TOWELS** *with exclusive Beauti-Fluff finish*

*absorb five times their weight in water!*

**No job too damp** for Cannon! These plump loop-packed towels lap up water faster than a thirsty poodle, dry you quickly, luxuriously, with plenty of thirst to spare—all because of Cannon's famous Beauti-Fluff finish.



**Color, wonderful color!** Pastels, deep tones, charming combinations—all Cannon colors keep their fresh, clear beauty through washing after washing. Bath towel, about **\$1.49**

Other Cannon towels from **49¢** to **\$2.98**



**Famous Beauti-Fluff texture**—exclusive with Cannon, accounts for the fabulous softness and absorbency of every Cannon towel. See for yourself how much *fluffier* Cannon towels are! Bath towel, about **69¢**



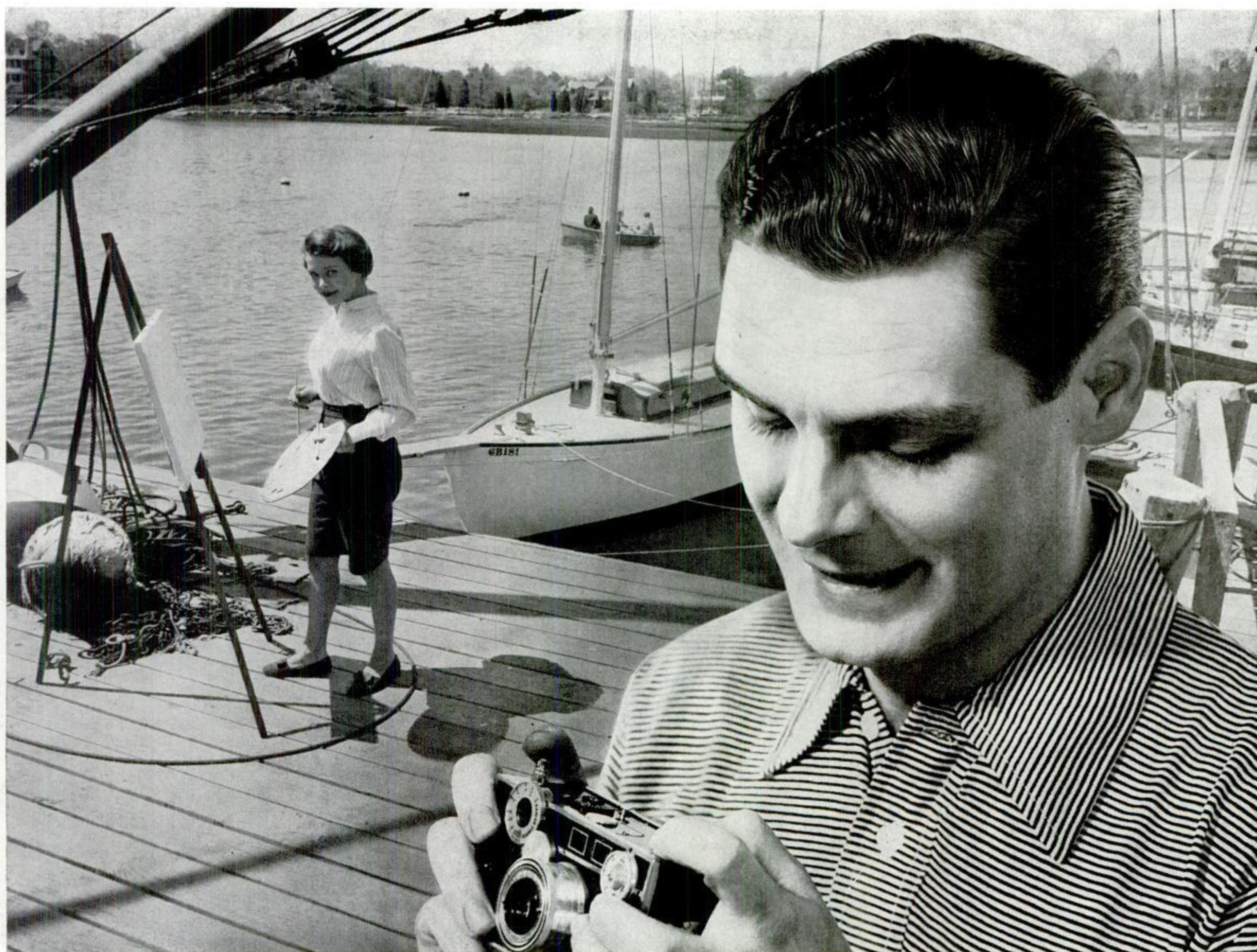
**Patterns to pair off** in wonderful duets—stripes with solids, floral designs with simple borders—so many exciting combinations each member of the family can have "his own" ensemble. Bath towel, about **98¢**



*More women buy Cannon towels than all other brands combined!*

Cannon Mills, Inc., 70 Worth Street, New York City 13 • Towels • Sheets • Stockings • Bedspreads • Draperies





Exploring "down-east" wharves this summer—or the Grand Canyon? Pack a bottle of *greaseless Vitalis*...and stay as unruffled as this.

## NEW GREASELESS WAY TO KEEP YOUR HAIR NEAT ALL DAY

### New Vitalis with V-7 makes even dry, unruly hair easy to manage

The gentleman above manages to keep his hair in excellent condition despite drying exposure to the great outdoors—and he does it without grease! He uses new Vitalis with V-7.

V-7, the unique grooming discovery in Vitalis, is not an animal, vegetable or mineral oil. It keeps your hair neat, yet you never have an over-slick, plastered-down look.

Equally important, Vitalis gives you wonderful protection against "summer dryness"—the dull, brittle hair and parched scalp that come

from summertime exposure to sun, wind and water. What's more, Vitalis maintains the natural moisture balance of your hair better than any other leading tonic.

As for dandruff, tests show Vitalis kills on contact the germs many doctors associate with infectious dandruff—as no mere cream or oil dressing can. And tingling-cool Vitalis Hair Tonic feels far more stimulating and refreshing to your scalp.

So try new Vitalis with V-7! You'll like it. And ask your barber for a professional application. Remember, he's an expert on making your hair look its best.

### "TISSUE TEST" photos show how Vitalis outdates messy oils



NEW VITALIS



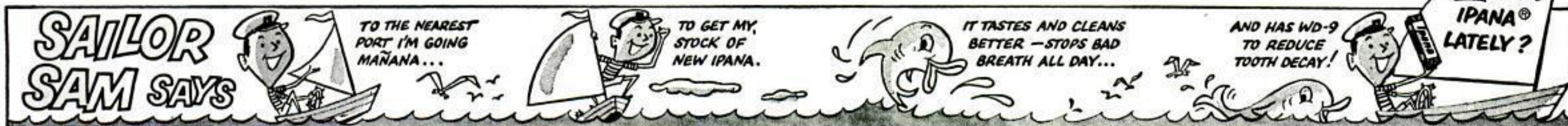
MESSY OILS

In an independent testing laboratory, Vitalis and leading cream and oil tonics were applied in the normal way. Hair was combed and then wiped with cleansing tissue. Unretouched photographs above show the difference in results!



## NEW VITALIS® HAIR TONIC WITH V-7

A PRODUCT OF BRISTOL-MYERS







If your car feels like this...it's time  
for **MARFAK** chassis lubrication



That "cushiony" feeling  
lasts longer with -



Here's how to make your driving "pillow-soft" and *cushiony*. Protect the chassis with *Marfak* lubrication. *Marfak* cuts wear, fights friction, gives you *cushiony* driving for 1,000 miles or more. *Marfak* really can "take it"—it's specially made to resist jar-out, squeeze-out, wash-out. For longer lasting *Marfak* lubrication see your Texaco Dealer, the best friend your car has ever had.

THE TEXAS COMPANY

**TEXACO DEALERS**  
in all 48 states

Texaco Products are also distributed in Canada and in Latin America



## LETTERS TO THE EDITORS

### BROOKLYN BRIDGE

Sirs:

In your story about John A. Roebling's "Brooklyn Bridge—71 Years Young" (LIFE, May 24), you might also have mentioned Roebling's Cincinnati-Covington suspension bridge connecting Ohio and Kentucky (below). This Midwest job, under construction from 1856 to 1866, was Roebling's real "proving ground" for his subsequent achievement with the Brooklyn Bridge. . . .

I. H. SCHWARTZ

Cincinnati, Ohio



EARLY ROEBLING BRIDGE

### WHY CAN'T KIDS READ?

Sirs:

John Hersey's piece ("Why Do Students Bog Down on First R?", LIFE, May 24) was superb. Such citizen participation in public school affairs as the Fairfield committee has demonstrated is constructive and beneficial to everyone concerned.

EDGAR FULLER

Executive Secretary

National Council of Chief State  
School Officers  
Washington, D.C.

Sirs:

After more than 30 years in education, I wish I were as able as Mr. Hersey to express the fundamental problems we have with teaching boys and girls to read. I have informed my staff of principals that this is a *must* in their reading. LIFE's publication of it has assured its receiving the attention of a tremendous audience. And the deep respect of people for Mr. Hersey's writing will make a lasting impression upon all thinking readers.

E. C. GROVER  
Superintendent

Fair Lawn Public Schools  
Fair Lawn, N.J.

Sirs:

The answer to Mr. Hersey's query is obvious. Children can't read because they've never been made to. Schools have become amusement centers, not centers of education.

In my 31 years of teaching, the ineffable degeneracy that has taken place is deplorable—thanks to the teachers' colleges and schools of education, not to a changing school population as "educationists" would have us believe. . . . Require a liberal arts degree of every primary and secondary schoolteacher and I think almost two thirds of the problems (not financial) of our schools will be solved. Otherwise we will be on the inexorable road to national illiteracy and ineptitude.

WILLIAM M. DISHAROUN  
Philadelphia, Pa.

Sirs:

. . . The fault, dear Brutus, lies not in our primers. It is because of our culture that we are raising a race of nonreaders. Radio, television, movies, comic books, even magazines like

LIFE, all contribute to the decline of reading as a means of satisfying intellectual curiosity. It is quite possible for a child to live a very rich (by present standards) life without ever learning to read.

ANDREW MARRIN

Sacramento, Calif.

Sirs:

"From the sound principle that a happy child takes more easily to learning than an unhappy child. . . ." What makes this a "sound" principle? All learning could well be considered some form of unhappiness. Happy children have no need for learning. I suspect that if you analyzed the childhoods of our thousand top scholars of today, you would find over 90% with so-called unhappy childhoods. . . . Thomas Gray, you know, expressed the relationship of ignorance and bliss.

I. W. ALLEN

San Angelo, Texas

Sirs:

. . . Mr. Hersey's complaints about bad illustrations and uninspiring stories are often justified, but this is something that he must take up with publishers rather than with teachers. Texts are bought in a series from first to fourth grade; once the school has invested in a series, changing to another publisher's books is costly. If Mr. Hersey is willing to see school taxes increased to replace readers now in use, and to take his quarrel to the publishers, greater flexibility in the selection of materials and texts might be possible. . . .

MRS. ELAINE GALE WRONG

Princeton, N.J.

Sirs:

We are all sick enough of having the findings of do-good committees, insistent on studying things they are not qualified to study, crammed down our throats on the local level without having your magazine shove 10 more pages of unauthoritative drivel at us. . . .

Dick and Jane and Sally are wearing a little thin with me, I must confess, since I've had them with the soup and sandwiches every noon since our delighted first-grader first encountered them last fall. However she's the one who's learning to read, not I, and I have yet to hear her complain that their adventures are insipid or goody-goody. I hardly agree that a child must be presented with "life readiness" stories in which baby sister is always allowed to bash her new toys with a hammer and the big kids always knock down the first-graders. It seems to me we could go much further astray than to suggest helping others and happy play as an ideal slice of life for which to strive.

MRS. HOWARD W. COLEMAN

River Forest, Ill.

Sirs:

Unable to endure Tom, Betty and Susan any longer, our 7-year-old came home a few weeks ago and began to write a new reader "which would be interesting." The title might give educators a bit of insight into subjects interesting to small boys. It is called *The Snake and the Cake*.

JANET HAWKSLEY

Warrensburg, Mo.

Sirs:

It is a delight to read a report which is so enlightened, intelligent, temperate and free from any special interest.

CONTINUED ON PAGE 4



# 50 YEARS OF PROGRESS IN THE SCIENCE OF FOOT RELIEF!



## Dr. Scholl's

**A NAME RESPECTED FOR 50 YEARS**



Wm. M. Scholl, M. D.

**Dr. Scholl's Scientific, Original Methods For Relieving Painful Feet—Introduced A Half Century Ago—Are Today Accepted As The Standard Of The World!**

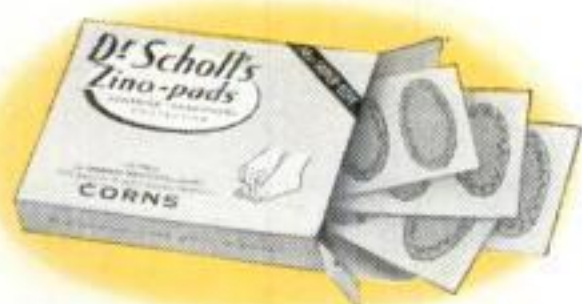
Countless millions of people have been made foot-happy as a result of Dr. Scholl's highly developed Foot Comfort® Remedies, Appliances, Arch Supports and Shoes. Dr. Scholl's factories and laboratories—located in many parts of the globe—constitute the largest institution in the world devoted exclusively to Foot Care.

What does all this mean to YOU? It means that no matter what common foot trouble or perplexing shoe problem you may have, you will enjoy quick, gratifying, enduring relief with Dr. Scholl's.

And so today—culminating 50 years of progress—the name “DR. SCHOLL'S” on a package, in a shoe, over a counter, or over the door of a Dr. Scholl's Foot Comfort Shop, is symbolic of quick, dependable relief to foot sufferers everywhere. Let it be *your* guide to foot-happiness.

**THE SCHOLL MFG. CO., INC.**

CHICAGO, NEW YORK, LOS ANGELES, TORONTO, LONDON, PARIS, FRANKFORT



Dr. Scholl's Zino-pads and Plasters are made in 20 different types and sizes for relieving Sore Toes, Tender Spots, Hard Corns, Callouses, Bunions, Soft Corns between toes, Hammer Toes and Tailor Bunions.



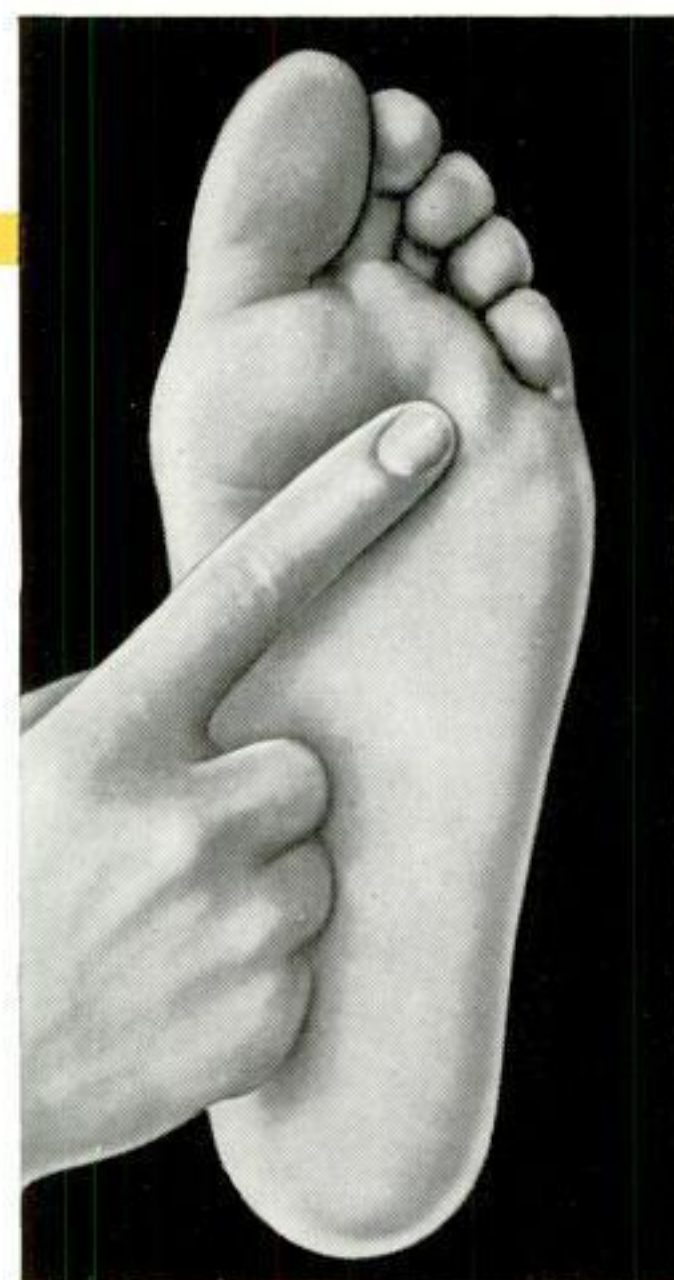
Dr. Scholl's Foot-Eazers and other Arch Supports are made in 50 different styles for relieving Weak, Fallen Arches, Flat-foot, Foot and Leg Pains, Tired, Aching Feet. Adjustable. Expertly fitted.



Dr. Scholl's Appliances for the relief and protection of Bunions, Enlarged Joints, Hammer Toes, Crooked Toes and Tailor Bunions, are made in 11 different types. Worn invisibly. Help conceal unsightly enlarged joints.



Dr. Scholl's Shoes for men, women and children are scientifically designed. Made over special lasts in all sizes and widths and extra wide to fit practically all types of feet. If yours is a shoe problem, by all means be fitted with Dr. Scholl's Shoes.



### Dr. Scholl's BALL-O-FOOT CUSHION

LOOPS OVER TOE

**Made of Soft  
LATEX FOAM**

*You actually walk  
on cushions!*

Quickly relieves painful  
Callouses, Burning,  
Tenderness at Ball of Foot

No adhesive! Just loop over toe. Nestles under ball of foot. Worn invisibly under stocking. Flesh color, washable. Women's and men's sizes. Only \$1.00 pair.



### Dr. Scholl's METATARSAL ARCH SUPPORTS

If you suffer from pain, callouses, burning, tenderness due to weak or depressed Metatarsal Arch, Dr. Scholl's Metatarsal Arch Supports and exercise quickly relieve this distress. Light, flexible, adjustable. Slip into any shoe like an insole.

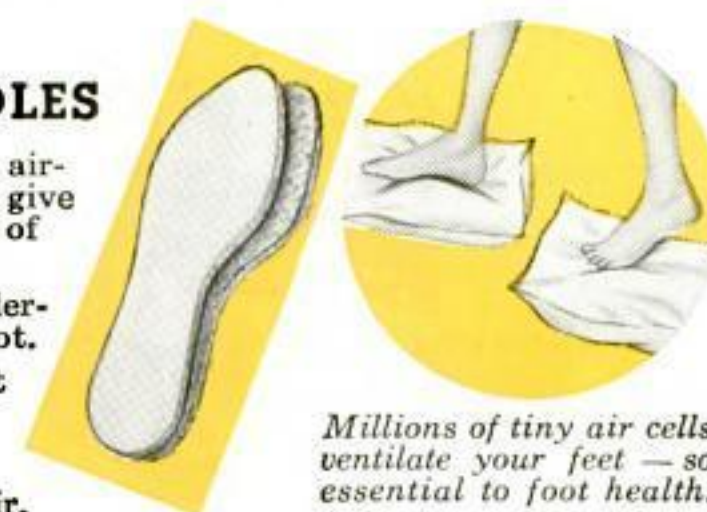


### JUST LIKE WALKING ON PILLOWS!

#### Dr. Scholl's AIR-PILLO INSOLES

Made of soft, Latex Foam, these air-cushioning, air-ventilating Insoles give you the most delightful sensation of walking ease imaginable.

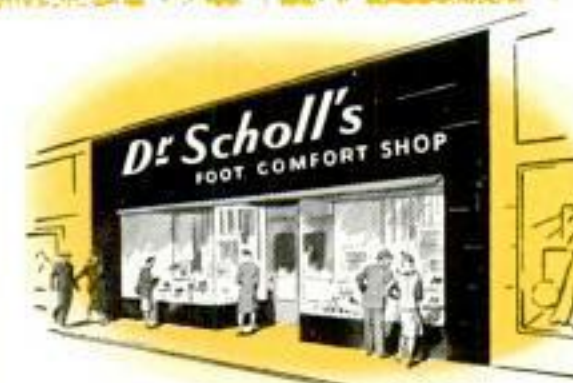
1. Relieve Painful Callouses, Tenderness, Burning on Bottom of Foot.
2. Give Feet a Soft Bed to Rest Upon.
3. Cushion Sore Heels.
4. Long-wearing, washable, 60¢ pair.



Millions of tiny air cells ventilate your feet — so essential to foot health.



Dr. Scholl's Waterproof Adhesive Tape, Moleskin, Adhesive Felt, Kurotex, Finger Bandages and Adhesive Foam are widely used by doctors in hospitals and clinics. The quality of these products is the finest obtainable.



Dr. Scholl's Foot Comfort Shops offer a complete Foot Comfort Service—including Dr. Scholl's Shoes. Experts, trained in Dr. Scholl's methods, serve you in a private fitting booth. FOOT TEST costs you nothing.

This One



J3B3-BQR-N4HK





NO  
OTHER TEA  
COUNTS!

Yes, here's iced tea—so flavorful, so refreshing, so wonderfully satisfying—you'll never switch brands again! It's the new leaf, the young leaf, the flavor leaf that does it. Pick the Bright Red Box with the Smiling Cups—Tender Leaf Brand Tea. Loose or in tea bags—it makes the richest iced tea you ever tasted!



## LETTERS TO THE EDITORS

CONTINUED

The citizens of Fairfield have set a model against which the actions of other citizens' groups can test themselves or be tested.

W. NELSON FRANCIS

Lancaster, Pa.

### END FOR EARTHQUAKE

Sirs:

I was shocked to read of the end of an old friend's luck—Earthquake McGoon ("The End for Earthquake," LIFE, May 24). . . .

I shall never forget his return to Hong Kong in 1950 after the Reds had imprisoned him for six months. He had lost 75 pounds and it required days for him to begin filling out to his normal 250 pounds. He celebrated his return in the lounge of the Peninsula Hotel saluting his many friends and his good fortune. Then, in the early hours of the morning, he stood all hands to a huge Chinese feast. He carried on alone for five or six more days. . . .

JOHN F. HALE

Pan American World Airways System  
Chicago, Ill.

### TWO TENSE HOURS

Sirs:

Herbert Brean's "Two Tense Hours to Nowhere" (LIFE, May 24) is one of the most skillfully written accounts of an actual episode I have ever read. His brilliant technique in recording the actual heart of this story is superb. I have never been so emotionally stirred by any account of a similar nature.

MARILYN WECHTER

New York, N.Y.

Sirs:

You should be proud of Herbert Brean's splendid report. Filled with suspense, it was one of the most exciting stories you have ever published.

J. L. NEVILL SMYTHE

Philadelphia, Pa.

Sirs:

In September 1945, while I was serving as a tail gunner aboard a B-29 in the Pacific, we had a similar nose-gear mishap. We took off at Iwo Jima loaded with aviation fuel bound for Japan when one of the nose tires blew, cocking the gear and preventing retraction. After dropping the tanks and shifting all loose gear to the rear, we took emergency positions and headed for Guam, 750 miles away.

CONTINUED ON PAGE 6

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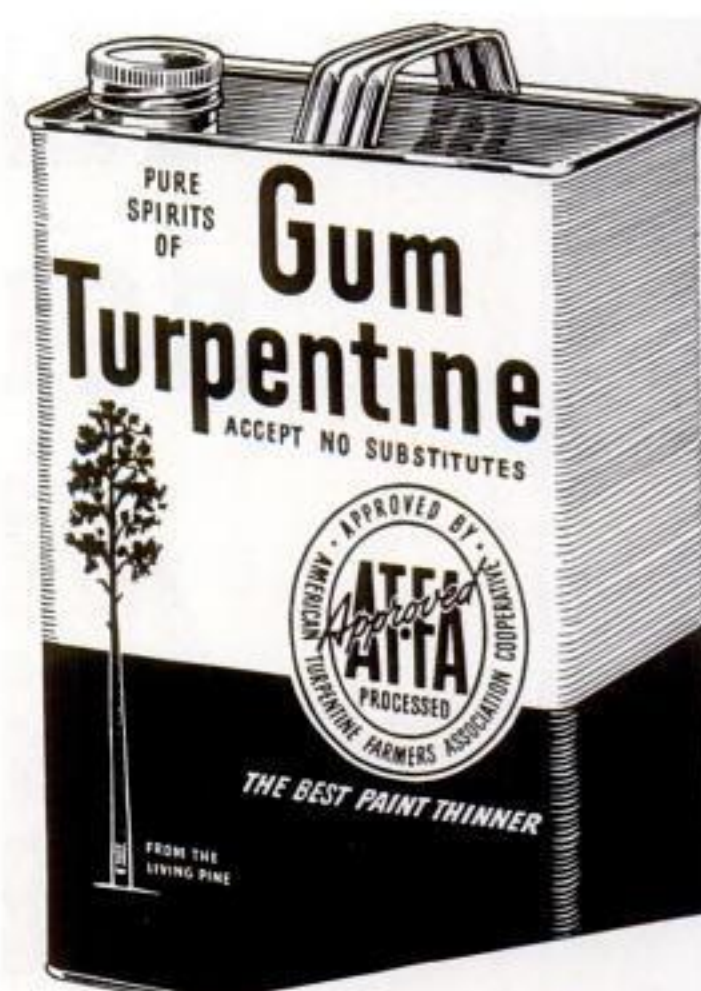


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For painting, cleaning, finishing and polishing there is nothing like Gum Turpentine. It's the world's finest paint thinner—fool-proof with oil paints, enamels and varnishes. Cleans all wood and metal surfaces. Cleans tools and paint brushes. Mix half and half with boiled linseed oil for a wonderful furniture polish. Keep Gum Turpentine handy, you'll need it for most do-it-yourself jobs.

AMERICAN TURPENTINE FARMERS ASSOCIATION  
General Offices: VALDOSTA, GEORGIA

## for QUICK RELIEF of HEADACHE NEURALGIA

Stanback's prescription formula contains several fast acting ingredients, scientifically compounded into easy to take tablets and powders—Dissolves quickly—Goes to work fast to relieve pains of simple headache—neuralgia—discomforts of over-indulgence in food or drink. No unpleasant after symptoms.



## FAMOUS Skivvies

THE T-SHIRT YOU BUY TO FIT  
.. AND IT STAYS THAT WAY.

made by *Norwich*  
with the new

® NORSET SHRINKAGE PROCESS  
NORWICH MILLS INC., NORWICH, N. Y.





JEFFERSON MEMORIAL, WASHINGTON, D. C., COMMEMORATING THOMAS JEFFERSON, AMERICA'S ADVOCATE OF HUMAN DIGNITY

## *To preserve human dignity*

The founding of the Insurance Company of North America in 1792 gave the new United States its own independent insurance facilities. It provided the means with which the individual could protect himself and his family against loss, thus helping him to maintain his own dignity and self-respect.

Today, in this modern era of change, there is a much bigger job that insurance can do for more people. The very things that add so much to our way of life multiply the threats to our financial security. That is why the North America Companies

intend to continue simplifying insurance and broadening protection to make it available to more people at less cost.

To give you a clearer understanding of what you face today—and what you can do about it—we have published a new booklet called "The Change Around Us." This simplified, illustrated booklet contains valuable tips on how to protect yourself and your family against loss. Your North America Agent will be glad to give you a free copy. Or you may use the handy coupon.

**NORTH AMERICA COMPANIES**  
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Philadelphia 1, Pa.

Please send me (no cost or obligation) your new booklet, "The Change Around Us."

Name

Street

City  Zone  State



Insurance Company of North America • Indemnity Insurance Company of North America • Philadelphia Fire and Marine Insurance Company



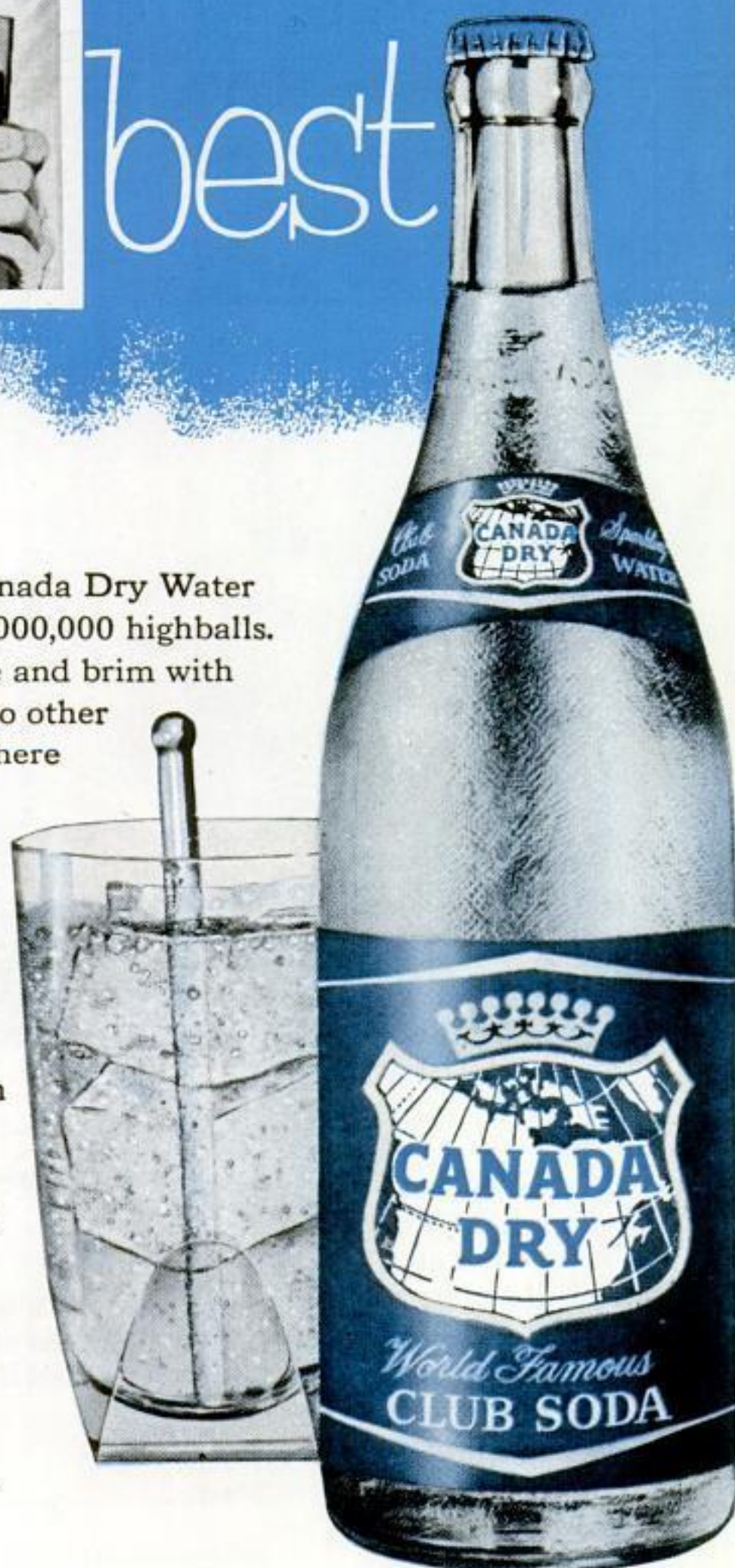
**900,000,000 highballs prove  
Canada Dry Club Soda...**



makes  
drinks  
taste  
best

Last year, Sparkling Canada Dry Water went into more than 900,000,000 highballs. And it made them sparkle and brim with flavor and lightness like no other club soda in the world. There are two big reasons. Both are Canada Dry Club Soda exclusives—"Pin-Point Carbonation" and "Flavor-Balanced Formula." The combination of millions of tiny, long-lived bubbles plus an exclusive formula that coaxes every bit of flavor out of a highball just can't be topped. See for yourself. Sip for yourself.

Available in three sizes for your convenience—also in handy 6-bottle cartons.



**YOU CAN'T BEAT A CLUB SODA HIGHBALL**

## LETTERS TO THE EDITORS

CONTINUED

Through skillful piloting we made an uneventful landing, with the nose gear righting on contact, much to the disappointment of spectators, one of whom took this picture of us circling (below).

J. L. HILTON

Bradenton, Fla.



ANOTHER TWISTED NOSEWHEEL

### BIGGEST CATERPILLAR

Sirs:

When you show us the big Caterpillar D-9 tractor ("Biggest Caterpillar," LIFE, May 24) running over pocket watches without crushing them, most readers must sense they are somehow being fooled. It seems obvious that a watch could barely support one thousandth of the tractor's 33 tons. . . .

HOWARD NEWMAN

Chicago, Ill.

● The new tractor's 33 tons are so evenly distributed that as it passes over the ground it exerts only 11.5 pounds of pressure per square inch. In the test the eight watches placed beneath its treads came out unscathed, except for one which had its crystal plucked off.—ED.

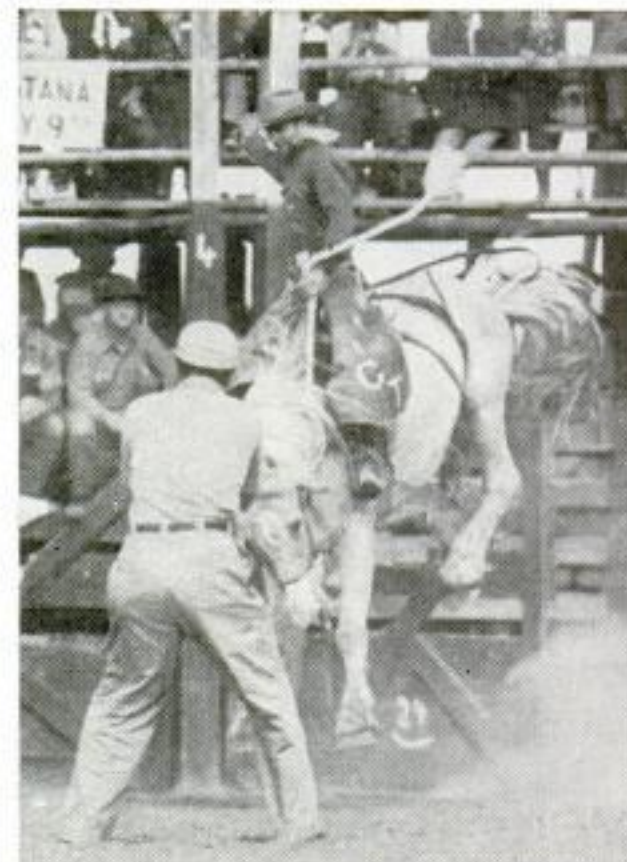
### MONTANA RODEO

Sirs:

Your picture story "The Big Buck at Bridger" (LIFE, May 24) answered a question we had been wondering about: who was the daring photographer in the foreground of a picture of Casey Tibbs we used on the front page of our May 12 issue? Comparison of the picture below by our photographer, Herb Jillson, with Carl Iwasaki's excellent action shot on page 45 shows that the two cameras were snapped at almost the same moment.

JOEL WHEELER  
News Editor

Western Livestock Reporter  
Billings, Mont.



IWASAKI SHOTS A BIG BUCK

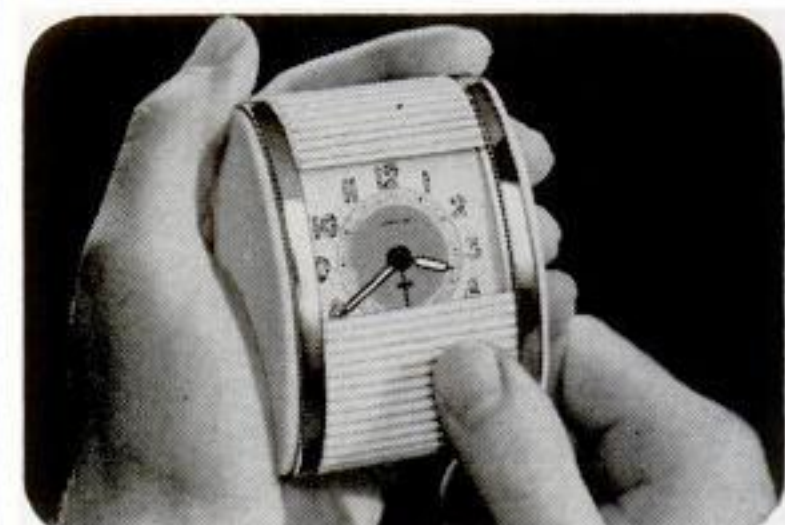
### ARCTIC ARTISTS

Sirs:

Your illustrations of Eskimo carvings ("Arctic Artists," LIFE, May 24)

CONTINUED ON PAGE 8

## Going Places?



Take along the clever Travalarm by Westclox. His shutter front and easel back close up like a clam. Only 3½" high, he tucks easily into your bag. Flip him open—he's on duty and on time.



Single key winds spring for both time and alarm. His call is cheerful; his face, luminous. Non-breakable crystal. Whether you are a wanderer or a stay-at-home, Travalarm is good company.



Choice of  
ivory or  
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**TRAVALARM \$7.95**

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**WESTCLOX**

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CENTRAL TIME



**THRILLS NEVER SEEN BEFORE!**

**ACTUALLY FILMED  
WITH THE  
WHALING FLEET  
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COLUMBIA PICTURES presents A WARWICK PRODUCTION

**ALAN LADD**  
IN **"HELL  
BELOW ZERO"**



with **JOAN TETZEL**  
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Screen Play by ALEC COPPEL and MAX TRELL

Adaptation by RICHARD MAIBAUM

Based on the novel "The White South" by Hammond Innes

Associate Producer George W. Willoughby · Produced by IRVING ALLEN and ALBERT R. BROCCOLI · Directed by

**MARK ROBSON**



# 63-Million-Mile Taxi Test Proves:



## Less Wear

1030 Chicago taxicabs piled up over 63 million miles in the toughest motor oil test ever known. With New Sinclair EXTRA DUTY Motor Oil, piston ring replacements were cut 80%. Even hard-boiled cab operators were amazed.

## Less Oil

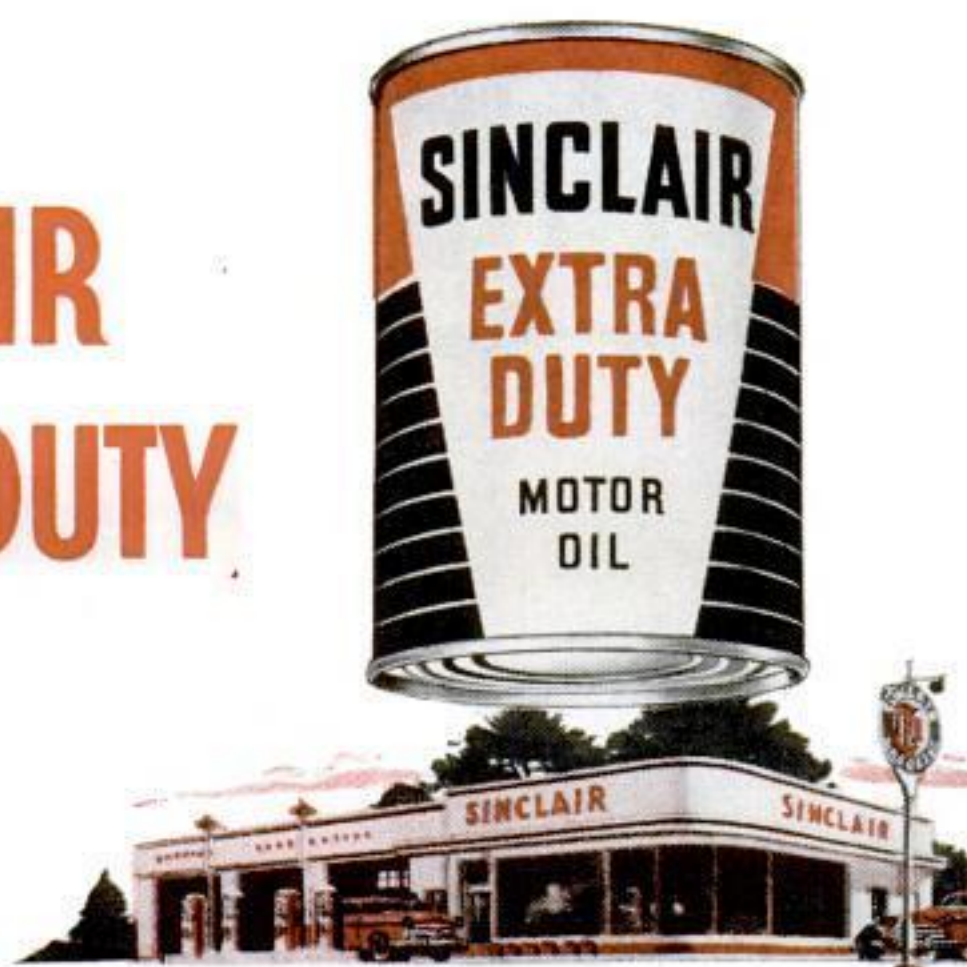
During the test, cabs using Sinclair EXTRA DUTY Motor Oil consumed only half as much oil as test cabs using other oil. Chicago's largest cab operators switched all fleets to Sinclair EXTRA DUTY Motor Oil.

## Less Repair

Cab after cab passed 100,000 miles without need of engine repairs — an outstanding record! Even engine valve chambers stayed clean — good news for owners of cars with hydraulic valve lifters. Here's what the taxi test proved: with Sinclair EXTRA DUTY Motor Oil you can keep your own engine in top operating condition for 100,000 miles when drain recommendations in your car manual are followed. See your Sinclair Dealer.

with New  
**SINCLAIR  
EXTRA DUTY**  
motor oil

Can Keep Your  
Engine in Top  
Operating Condition  
for 100,000 Miles



## LETTERS TO THE EDITORS

CONTINUED

are charming. Unfortunately . . . you fail to mention that the objects shown are of recent origin, and you do not illustrate examples of the rare old Eskimo art referred to in your text. Some readers may be misled.

ROBERT BLOCH

Philadelphia, Pa.



ANCIENT ARCTIC ART

• Here is a piece of ancient Eskimo art (above), a seal carved from ivory which some experts think was made around 200 B.C.—ED.

### JUST BEFORE THE PARTY

Sirs:

. . . No matter how well prepared her parties may be ("Ten Minutes before the Party," LIFE, May 24), Miss Kathleen Winsor would do well to note that the hostess should not wear striking colors and ought to show more restraint in the choice of décolleté dresses. Above all she should refrain from wearing conspicuous jewelry such as Miss Winsor's earrings. The rules of good taste demand that the hostess avoid any possible source of embarrassment to her guests. After all, the guests should glitter, not the hostess.

A. GOMEZ DE MESQUITA

New York, N.Y.

Sirs:

I have been making cakes since the age of 9. Never have I turned out a cake like the marshmallow carrousel. I think your recipe called for baking powder instead of soda. It fell flatter than a fritter. My husband took one bite and said, "I have never tasted such hardtack." Was the recipe really tested before you published it?

VIRGINIA TOWNSEND

Los Angeles, Calif.

• The recipe was tested and it is correct. It calls for baking soda to balance the acid in the lemon juice and allow the cake to rise. If baking powder is used, the cake does not rise.—ED.

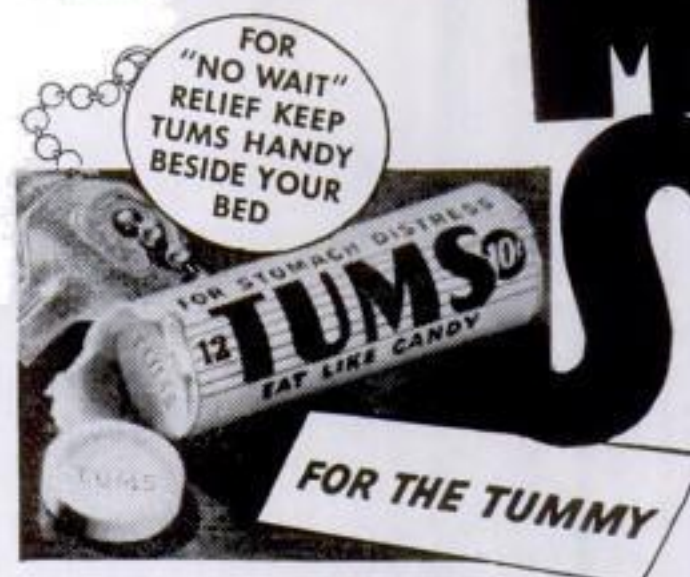
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CAN'T SLEEP  
because of  
ACID  
INDIGESTION?

Why let sour stomach ruin your sleep? Just reach for wonderful little Tums. Eat like candy. No water—no glass—no spoon! Almost instantly the acid indigestion, heartburn depart. Then natural sleep follows.



STILL ONLY 10¢ A ROLL

✓ try Tums after breakfast

It is Stopette . . .

the same famed

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now in a

creamy

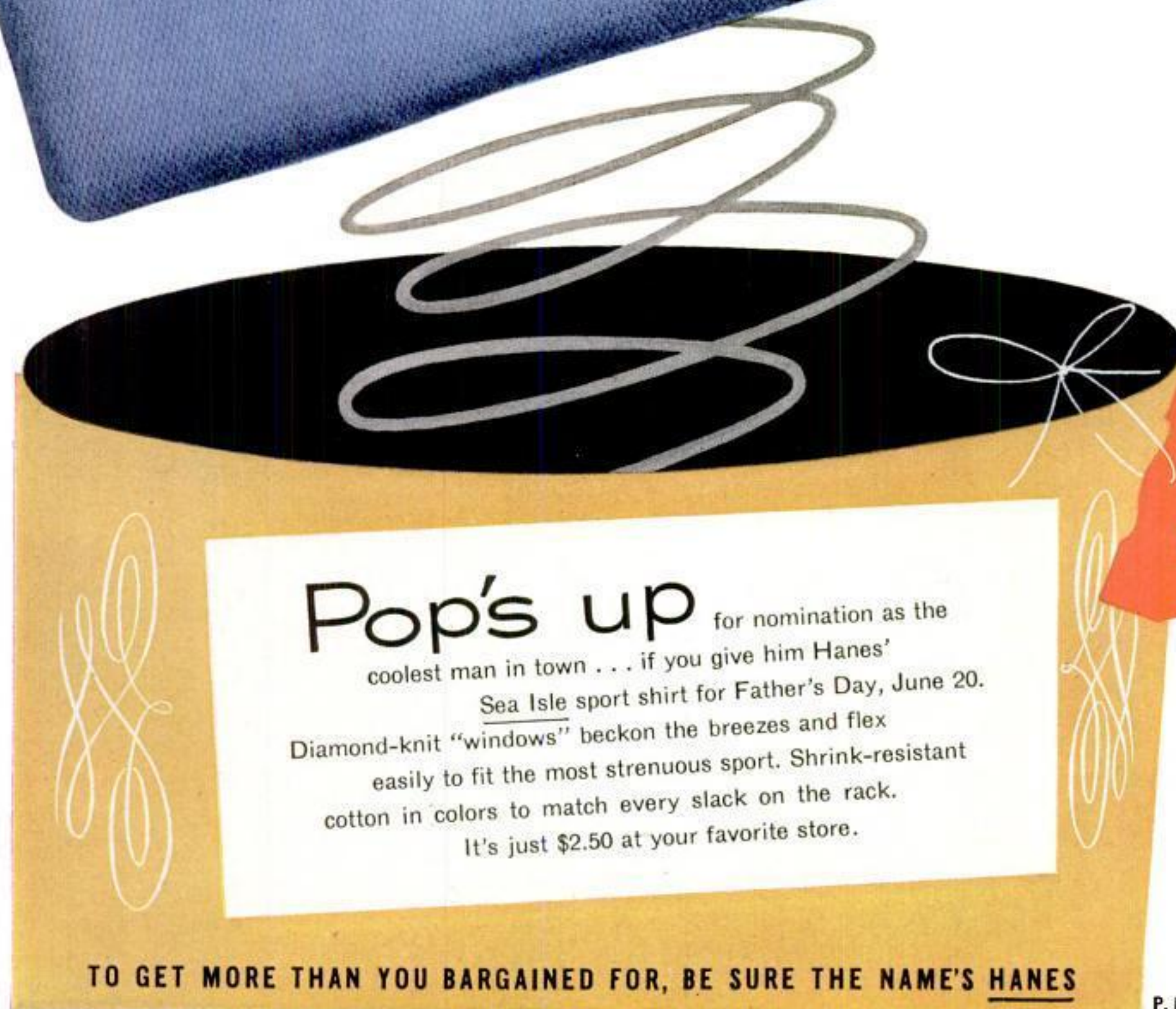
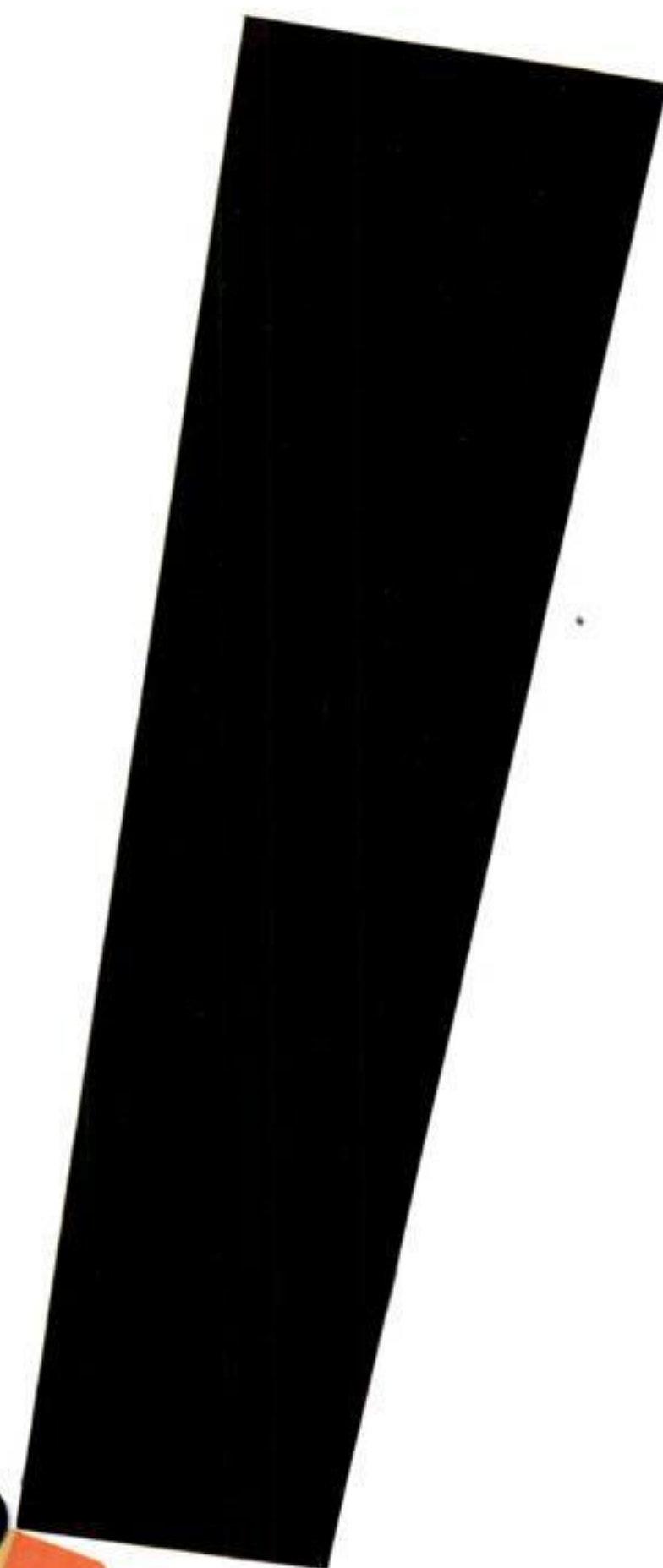
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new  
**Stopette**  
CREAM  
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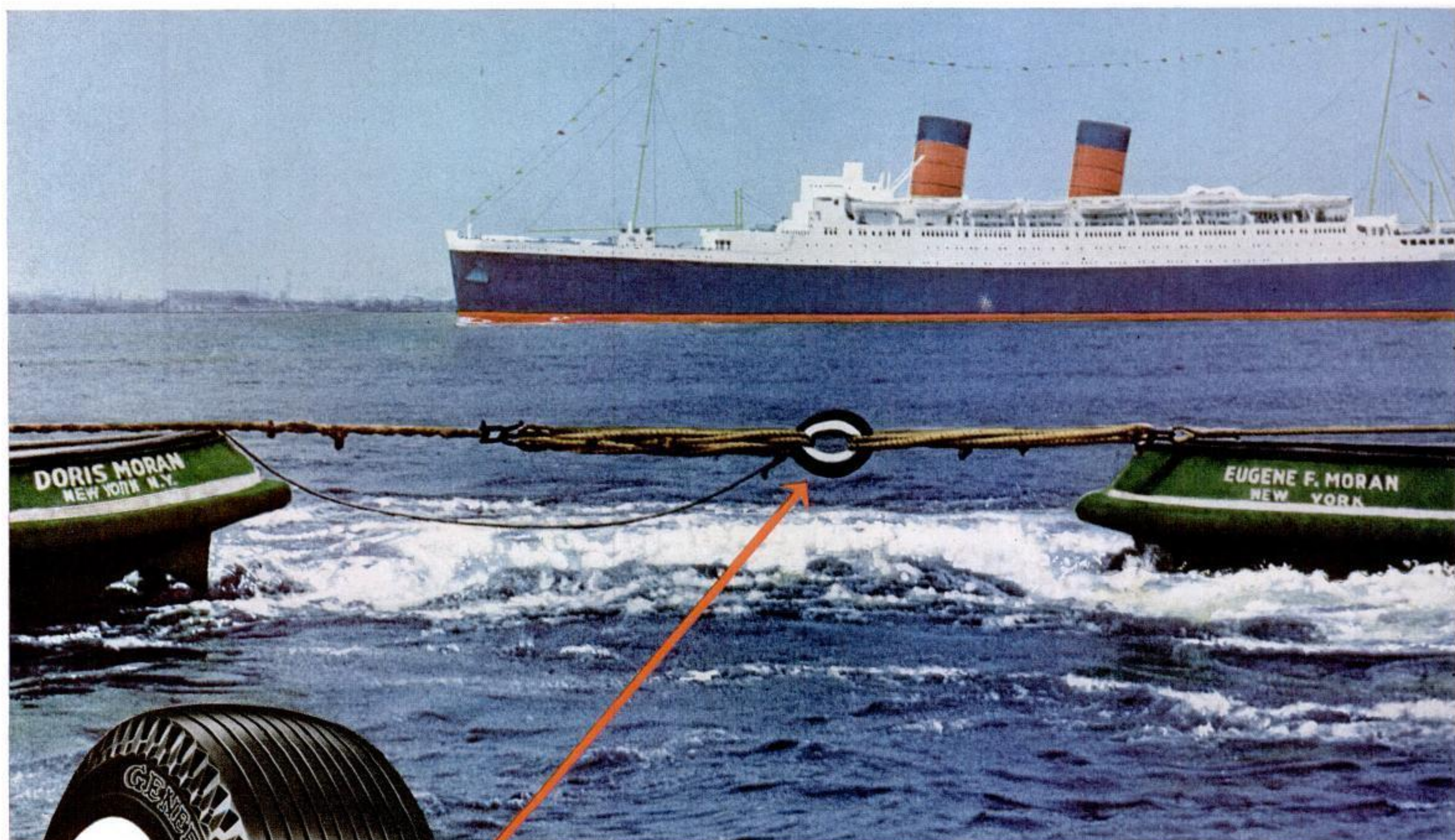
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## SPEAKING OF PICTURES

... In a paste-up building some playful salesmen answer question: 'How do things look for 1954?'





The expressive people above, looking like apartment dwellers hanging out their windows on a warm day, are generally serious distributors of air-conditioning equipment going along with a gag. Here, participating in a photographic stunt at the Carrier Corporation regional sales meeting in Atlantic City, they are giving a graphic response to a question: "How do things look for 1954?" Though one distributor (*top row, right*) playfully waves to another in the row

below, all the others ponder the question, their faces and gestures displaying everything from smiling hope and thumbs-up confidence to pencil-chewing pondering and head-scratching doubt.

To create the unusual effect of this windowed facade, composed of a paste-up of separate portraits of the distributors, Photographer Sherman Sable used nothing more than a simple prop and a lot of painstaking care. To see how he did it, turn the page.

CONTINUED ON NEXT PAGE





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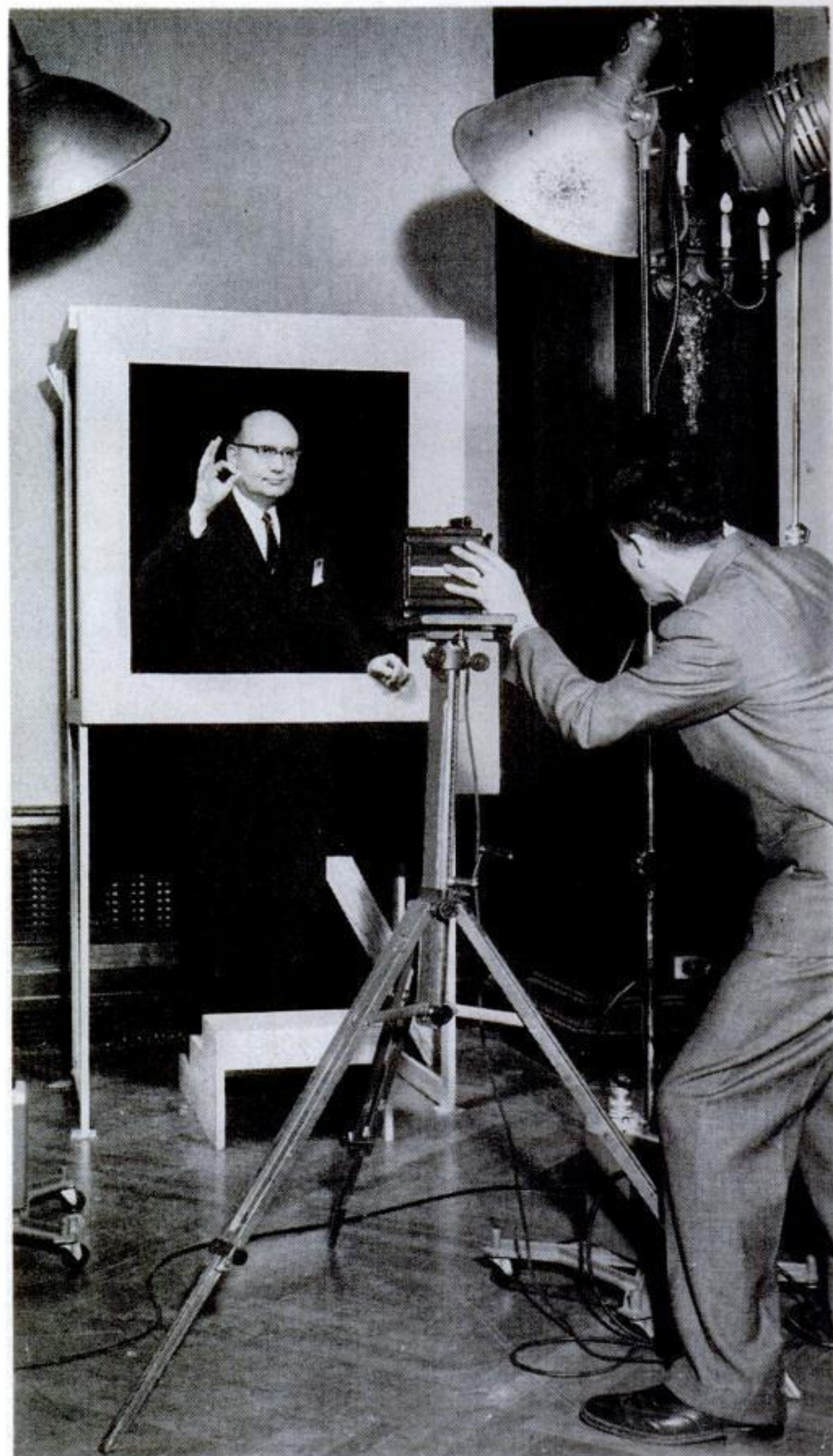
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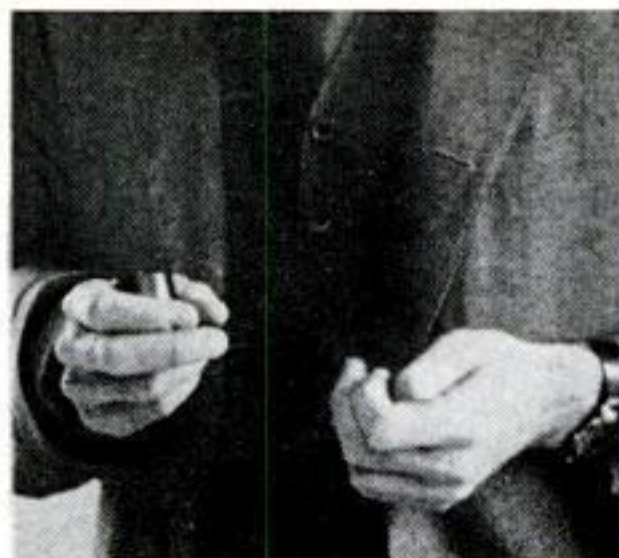


MAKING PORTRAITS, Photographer Sable has distributor stand behind picture frame (above). Camera takes photograph shown below. Eighteen portraits like this, fitted together, form the building mosaic on pages 12 and 13.





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JOSEPH WELCH POPS A QUESTION, DR. OPPENHEIMER FONDLES A PIPE, LOVERS CLASP HANDS, A HAMMOCK SITTER STRETCHES HER LEGS

## JUNE FRESHENS UP SOME OLD FAMILIAR SIGHTS

The world has the same old elements week after week—same old geography, same old people. In words, the week's developments do not sound unique—Senate hearings, mountain climbing, trouble in Latin America, testing of aerial devices, Perle Mesta giving a party. But in pictures you'll find that time does march on, in fact *tempus fugit*.

The editors of LIFE, who see thousands of photographs a week, took an analytical look at this issue and even they were struck by the week's pictorial surprises: a gaily ingenious answer to the question of "how's business?," a peek into the distant past showing what no man has seen for 45 centuries, the face of an injured mountain climber after two weeks' exposure in Alaska, TV's new Theda Bara, the reactions of a man going 421 miles an hour. Even the details of the photographs (above) are provocative: a lawyer's expressive mouth,

the hands of a worried man and of young lovers, the feet of a crazy mixed-up hammock fan.

But in the oldest, best-known event of all we find ourselves charmed, not by surprise but by familiarity, by the warmth and intimacy with which pictures on pages 123 through 129 tell the story of young people going steady. The insight was made possible by Photographer Carl Iwasaki's superb ability to become part of people's lives, to become "the invisible photographer" rather than the intruder. On sending in the story, LIFE's Denver Correspondent Ed Ogle wrote that he hoped those who edited it were "young in heart enough to feel their pulses quicken at the touch of a hand or the sight of an upturned face." Who can be otherwise, especially in June when love is bustin' out all over and, more than ever, it is that one little word that makes this old world go round?

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# PHARAOH'S BARK SAILS OUT OF PAST



STERN OF RUBBLE-LITTERED BOAT IS COVERED WITH FRAYED FABRIC. STERN POST WAS PROBABLY REMOVED FROM FORKED TIP IN ORDER TO FIT BOAT INTO VAULT

Photographed for LIFE by DAVID DOUGLAS DUNCAN

In a newly dug trench beside the greatest pyramid in the Egyptian desert, a few men pressed their faces close to a jagged 10-inch aperture in a limestone rock and through this peephole looked 4,500 years into the past. Dimly, inside a stony chamber which still smelled faintly like incense, they could discern a wooden ship, placed there for the afterdeath use of Khufu, the Pharaoh who built the mighty pyramid. But the camera, aided by a stroboscopic flash, revealed sharply what no human eye had clearly seen in almost five millennia: bow-to-stern views of the strange boat which apparently

was built to waft the spirit of Khufu (also called Cheops) across the heavens in his role of sun god. The craft had been sealed in its subterranean vault and had lain there unknown since Khufu died around 2600 B.C.

Until the ghostly crypt is actually entered by scientists, no man will know what ancient cargo—if any—may lie within the vessel's hull. But the photographs establish that the discovery has enormous archaeological significance. The boat, clearly intact, is the only such relic of Khufu's great reign which had not been plundered by vandals or thieves before its discovery.



# LIFE

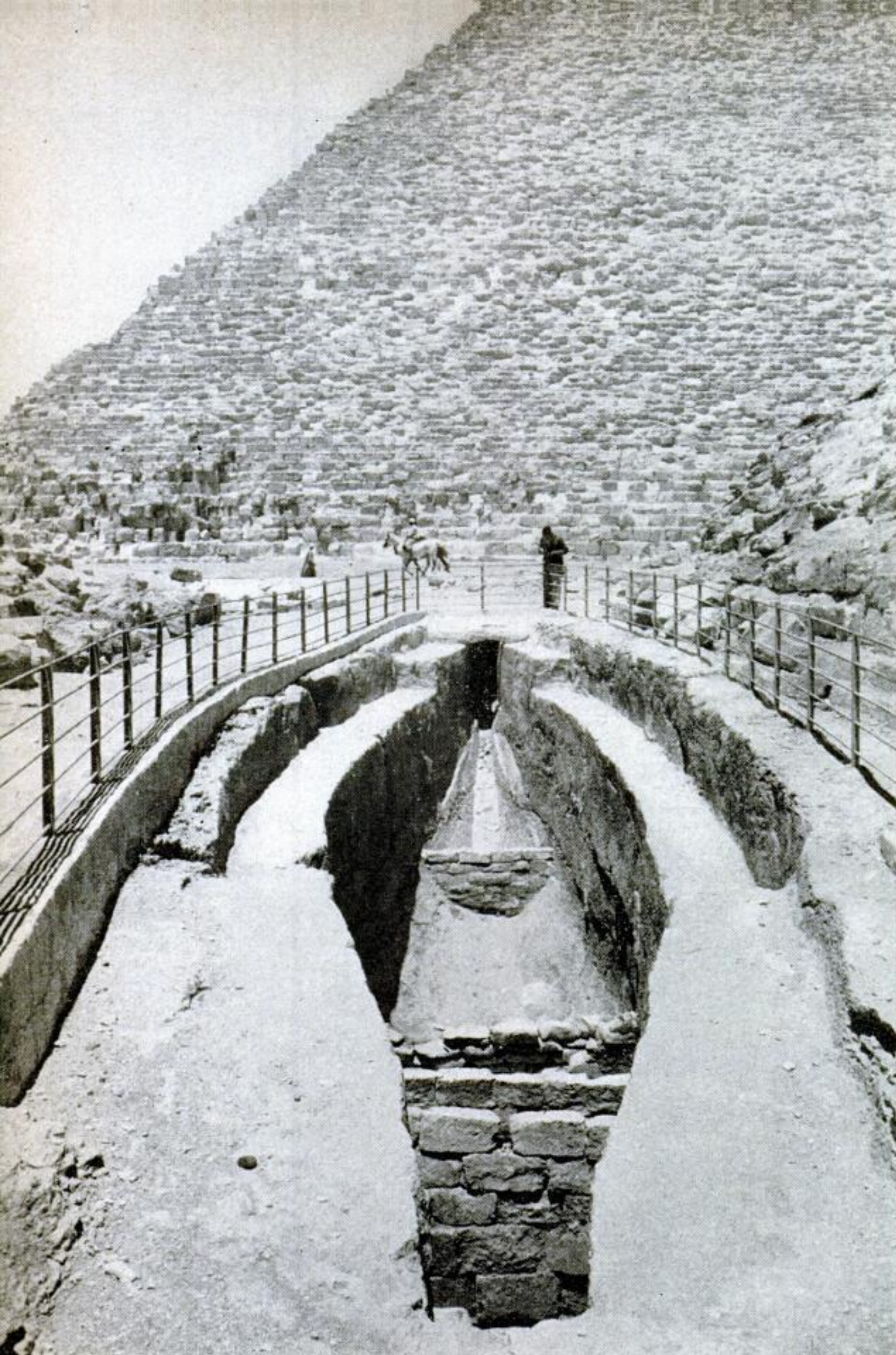
Vol. 36, No. 24

June 14, 1954



NEAR BOW END OF 50-FOOT BOAT LIES A WOODEN STEERING OAR. DUNCAN MADE TWO EXPOSURES TO INCLUDE BIGGEST POSSIBLE SECTION OF VESSEL IN PICTURE

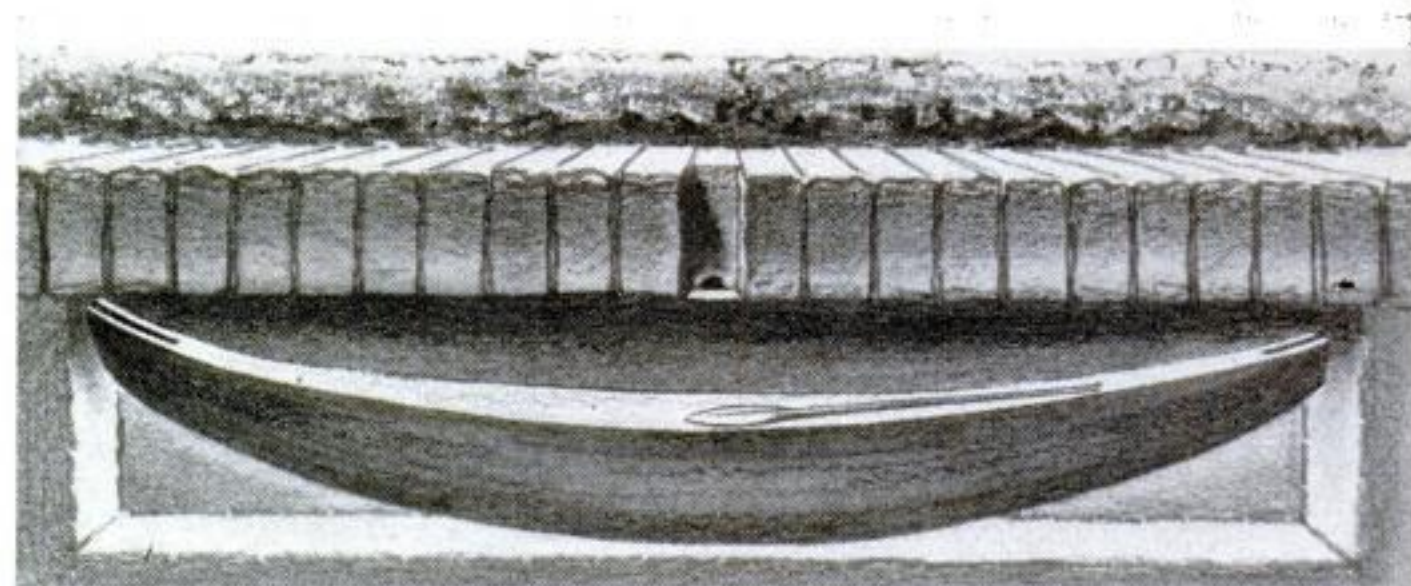




**STONE BOAT PIT**, probably that of his favorite queen, was found years ago on east side of Khufu's pyramid (*background*). It had been thoroughly looted.



**ROOF OF CHAMBER** consists of 42 15-ton stone blocks set in trench 33 yards long. Guiding the diggers, el Mallakh stands on track of sand-removal railroad.



**CRAMMED INTO VAULT**, bark is shown in drawing under five feet of lime-stone rimmed with rubble. Peephole is at base of ceiling slab over ship's center.

## SHREWD GUESS AND \$8 PROJECT BRING ARCHAEOLOGICAL TRIUMPH



**PHARAOH KHUFU**

The discovery of the hidden bark resulted from shrewd guesswork by a 34-year-old Egyptian architect, Kamal el Mallakh. As a director of works in the Antiquities Department, he was clearing a tourist road through wind-blown sand piled against the south side of Khufu's pyramid. He noticed a row of stone blocks had been uncovered and, remembering stone ceremonial cavities (*upper left*) unearthed on the pyramid's east side, surmised that these slabs might cover a chamber. He mustered stonecutters. As they hacked into a central block, he tapped it repeatedly with a bamboo stick and listened to the echo. Suddenly there was a resonant sound. The chisels pierced into a void. Reflecting the intense desert sunlight into the dark cavity, he glimpsed the ship's wood planks. The \$8.64 he had paid the cutters probably was the cheapest price on record for a historic excavation.

Although Khufu's reign spanned 23 years, little is known about him except that he had at least three queens, used tens of thousands of his subjects and much of his country's wealth to construct the world's biggest pyramid and was called a ruler who "conceived a contempt for the gods." In his reign artists and artisans produced some of ancient Egypt's finest work. The solar bark may be one of several funerary ships that Khufu required as king of both Upper and Lower Egypt—possibly two ships to bear him from dawn to noon, two from noon to dusk. Another row of stone slabs uncovered by el Mallakh three yards away may hide a second vault with a twin craft. Since the new-found boat is crammed into a room rather than encased in a vessel-shaped rock hollow like other solar ships hitherto discovered, it may prove to have played a quite different and far more interesting role in the royal rituals of Egypt's golden age.



**UNCOVERING PEEPHOLE** for photographer's use, workman chisels out gypsum plaster with which it had been refilled to safeguard boat from outside dust.

AS WORKERS AND GUARDS CROWD AROUND HISTORIC HOLE, EXUBERANT EL MALLAKH LAUGHS IN TRIUMPH →







## MEMORABLE DAY



June 17 is the first anniversary of the day when hundreds of thousands of workers throughout East Germany, armed only with sticks, bottles and rocks like the two brave Berliners above, rose against their Red masters until they were shot down and dispersed by Russian troops. Some 12,000 leaders of the revolt were later arrested and jailed or sent to Russia. As far as East Germany's freedom is concerned, June 17 was a false dawn. Yet it is a memorable day in the history of world freedom for two reasons.

First, Germany was the birthplace of Marx and German workers were Communism's earliest converts; by rising at last against a Communist government, these same German workers destroyed one of Communism's strongest myths, that of its mass base. Second, as long as there are individuals anywhere with enough courage to throw rocks at the tanks of tyranny, freedom will live.

The President has confessed his indecision on intervention in Indochina. Admiral Carney's "fight to the finish" speech, declaring this a graver challenge than Korea, fell into a well of embarrassed silence. Defense Secretary Wilson and General Van Fleet have returned from the Orient exuding gloom and impotence. In Geneva, Britain hugs its last illusions about Red China. In Indochina the French regroup and wait for rain.

The ground of freedom lies cracked and gullied as though from some great moral drought. Over it looms a blank slab of unified purpose—the Red plan to subvert and control the whole world. This plan confronts us with that "geopolitician's nightmare," insatiable China with implacable Russia at its back. Heads are buried in pillows in Tokyo, London, Washington in fear of China—the very capitals where China was so lately an object of fond contempt.

The contempt was foolish. So is the fear. Now that China is an enemy of civilization, we need to know more than its face. The slab-rock face of Chou En-lai or of Mao Tse-tung is not the only China we need to know. In this fifth year of their ascendancy they do not represent China. They do not even control it.

The chief authority for this statement is the Chinese Red press. It relates a story not heard in Geneva—a story of war between China's government and China's people.

In order to feed its friends and starve its foes, the Red government forcibly collects around 80% of all crops in China. It collects them into central warehouses guarded by the Red army; these warehouses are nevertheless regularly plundered and burned. Hungry peasants stormed the cities after last year's bad crop; this year, if the crop is no better, the hunger will be worse. So whatever motives they may have for making peace, Mao and Chou have plenty of motive to continue the war, both in Geneva and Indochina, until they have added the Delta rice bowl to their precarious armory of food.

The Chinese Communist party has defined its 1954 problems as follows: to eliminate party disunity, to suppress "enemies within the country" and to win allegiance from "the greater part of the peasant masses," so far unwon. The methods being employed—ruthless force, universal espionage, brainwashing—are sufficiently well known in the West, and sufficiently effective in China to prevent organized open rebellion. But the Communist press of China, which LIFE Editor John Osborne has just excerpted in Hong Kong, proves that the Red tyranny does not mean public order.

For example, their press tells us that 12 Nationalist agents were recently executed for running an anti-Communist "youth vanguard society" which conducted sabotage in at least six cities against railways, granaries and civil and military administrations. Said the Peking *People's Daily*, "The enemy is

exhausting all means to penetrate into our vital departments." The administrative council of Yunnan reported that 200,000 anti-Communist guerrillas had been killed in southwest China in recent months.

The Shanghai *Liberation Daily* has reported investigation of 280 cases of forest arson. "Serious sabotage of mountain forests has reached an intolerable stage," says a Kwangtung government directive. In Hunan in April 70 hungry peasants surrounded one district office and tried to kidnap the Red officials. In five other Hunan localities, says the *People's Daily*, peasants and militiamen were caught making illegal arms and trying to whip up "the wavering sentiments of the masses" in abortive revolts.

The Yangtze *Daily* in March reported mass antigovernment demonstrations by workers in the streets of Hankow. Sixteen coolies were executed for incitement, after public trial. These public trials are a method of terroristic indoctrination of which the press has great hopes: "After participating in judicial activity the workers have greatly increased their consciousness." This kind of judicial activity has been found necessary in a dozen listed industrial centers.

One old Hong Kong rumor has just been confirmed by a smuggled copy of the Kwangsi *Daily* of Oct. 26, 1953. It reported that after 16 peasant leaders had been shot for resisting an order, 6,000 peasants armed with sickles attacked the district office, seized firearms and battled with Red troops for a full week. No wonder Liu Shao-chi, vice chairman of the Chinese Politburo, the No. 2 Red boss, complains of "spontaneous tendencies toward capitalism among the peasants."

The morale of the army, which is mostly drafted peasants, has been the object of Generalissimo Chu Teh's official "deep concern," especially since the defection of the Korean prisoners. The press continues to berate the "conceit" and "individualism" infecting the army's party workers. The party also accuses itself of "low revolutionary vigilance and political inertia" and of underestimating "counterrevolutionary elements in the countryside." These errors the press summarizes in one damning phrase: "belittlement of the enemy."

We of the West should not belittle our enemy, nor underestimate our long and tortuous task of containing Communism in Asia (let alone helping to liberate Asia from Communism). But there is one worse error than underestimating the enemy: to be immobilized by fear of his massive face. There are cunning, ruthlessness, a respectable amount of power and endless resolution behind that face. But the hundreds of millions of human beings it pretends to speak for—most of them—are not behind it. They are human beings and therefore our potential allies. When we bargain with China's Red leaders, and when we resolve our indecision about how and where to stop them, let us remember that.



## PICTURE OF THE WEEK

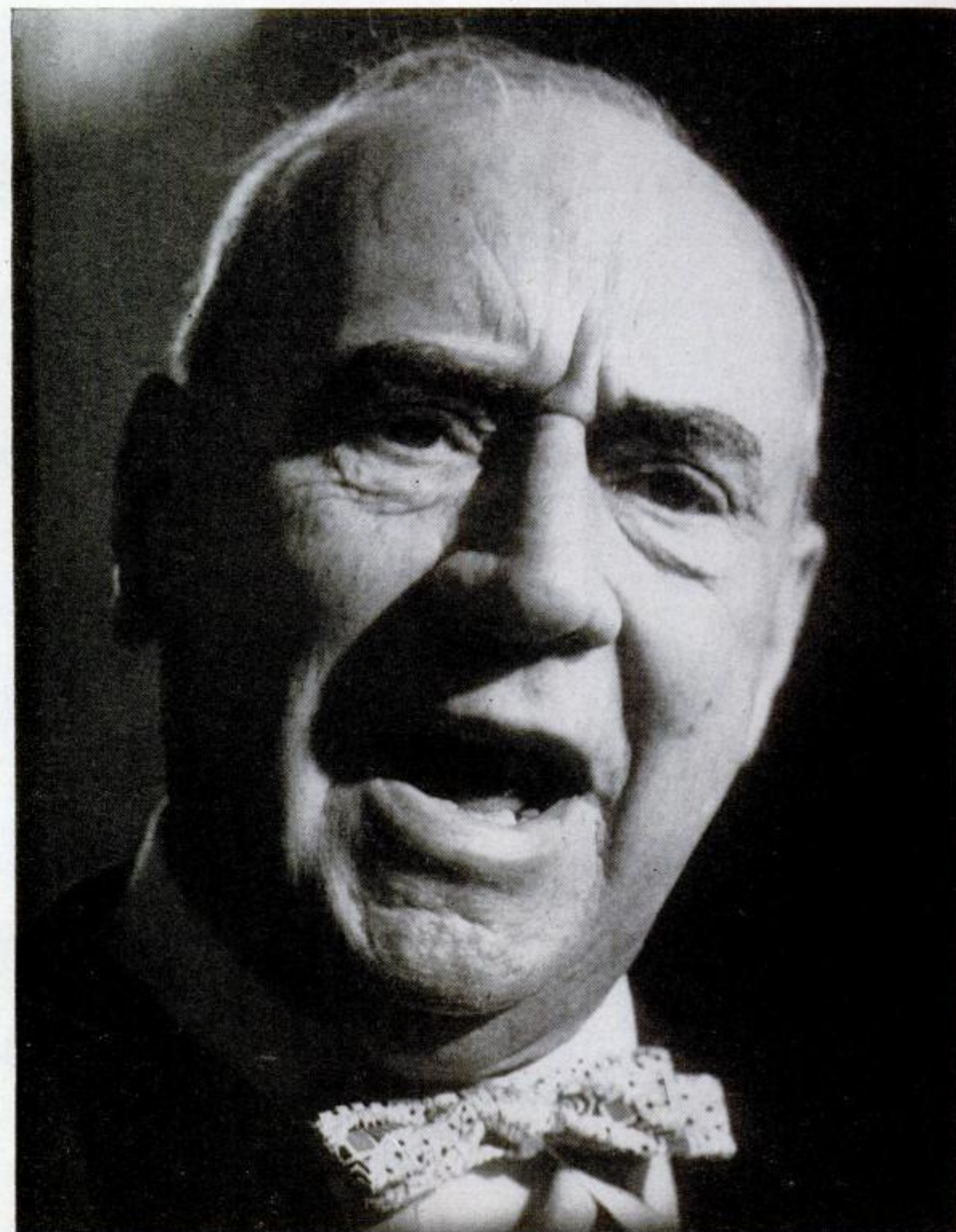
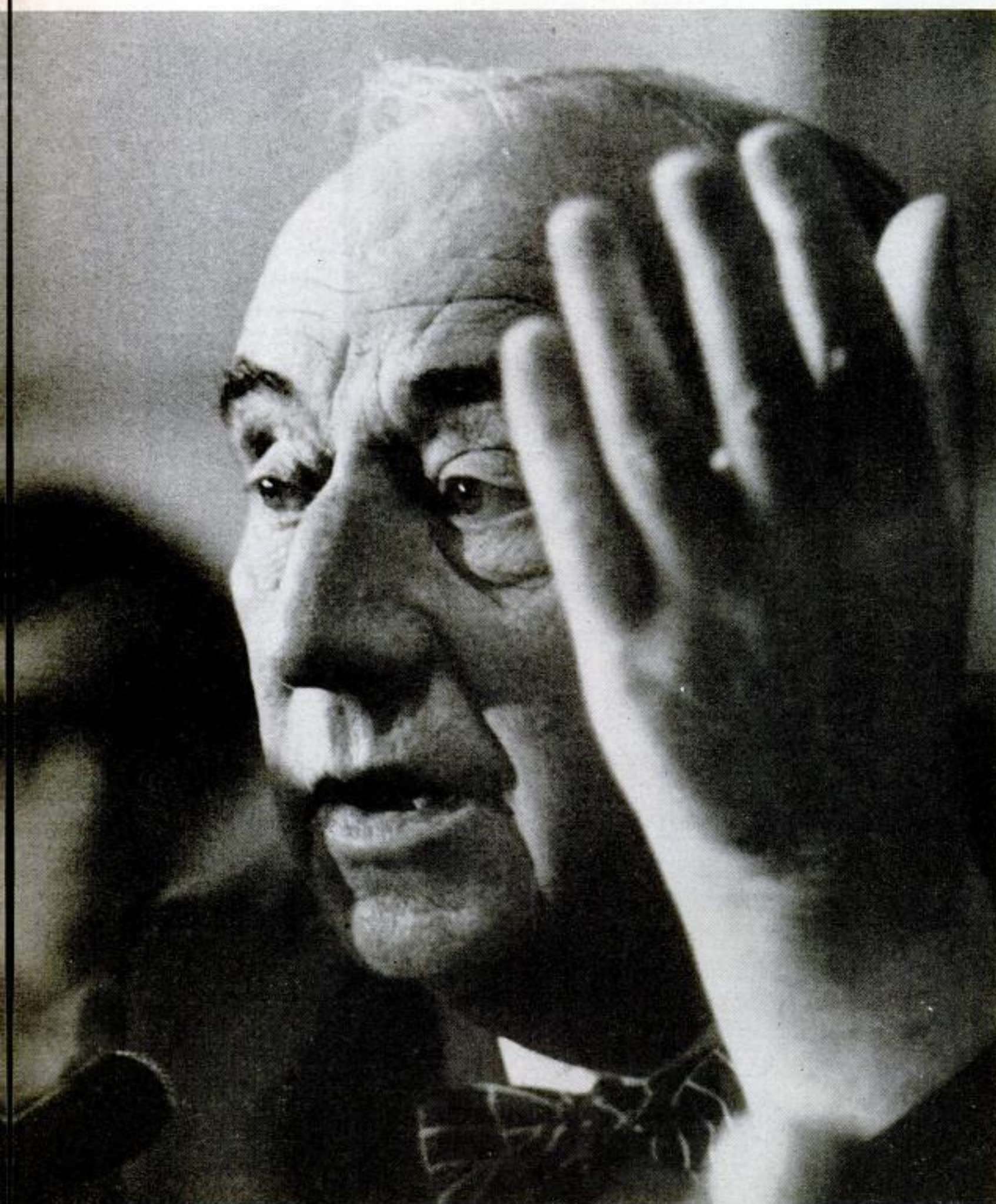
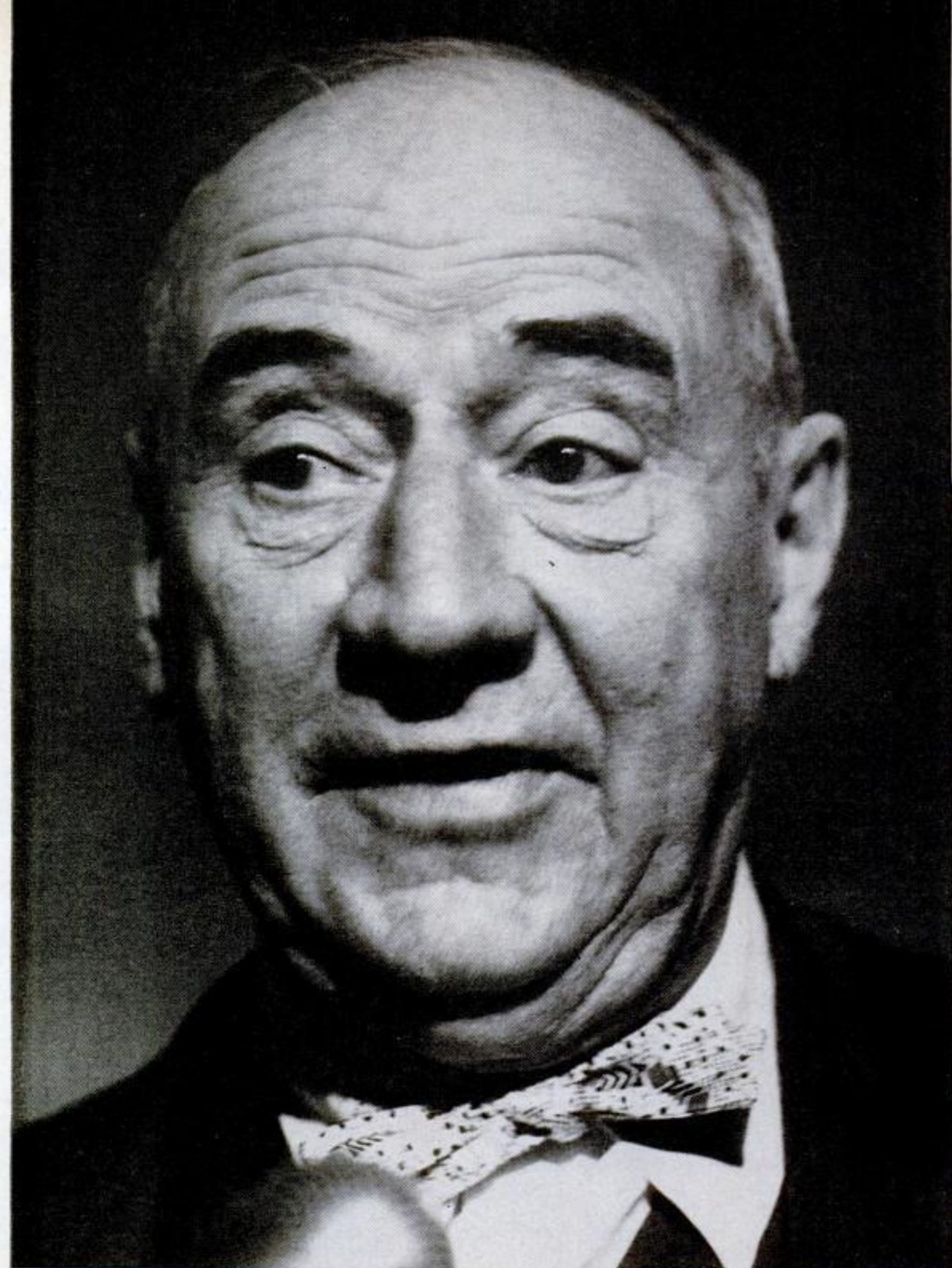
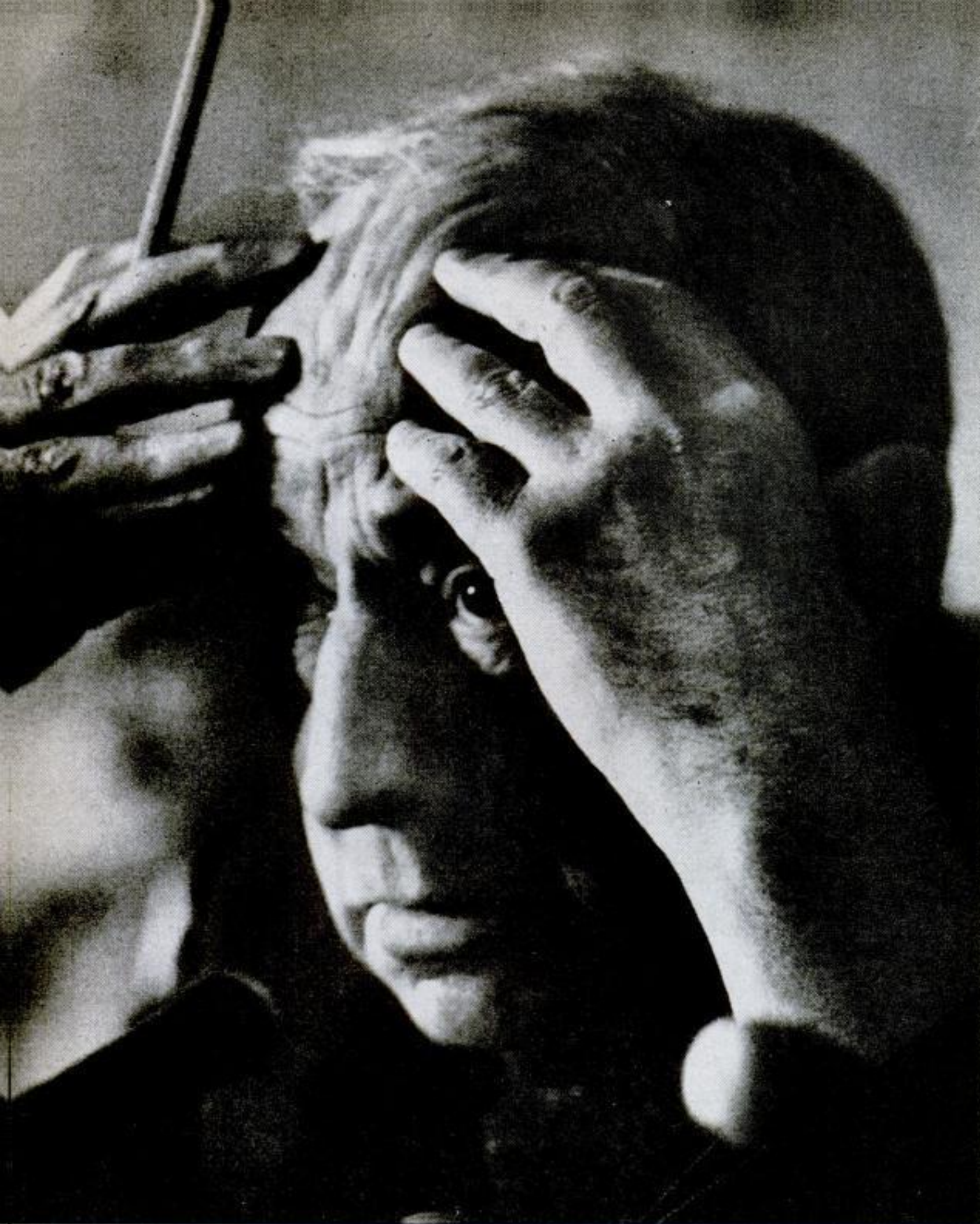


### A WORRIED REFLECTION ON A SECURITY RULING

Back in his study in Princeton, N.J. last week, Dr. J. Robert Oppenheimer could feel only uncertain relief. The Personnel Security Board of the Atomic Energy Commission, whose hearings on Oppenheimer had begun in an atmosphere of mystery (*LIFE*, April 26), had decided against him, two to one. He was unquestionably loyal, the board majority said, but it noted his "disregard for the requirements of the security system," his "continuing . . . associations" with possible security risks who might influence him, his opposition to developing the H-bomb and his "less than candid" attitude before the board in several instances. The recommendation was that his security clearance continue to be withheld. This would bar him from further government service.

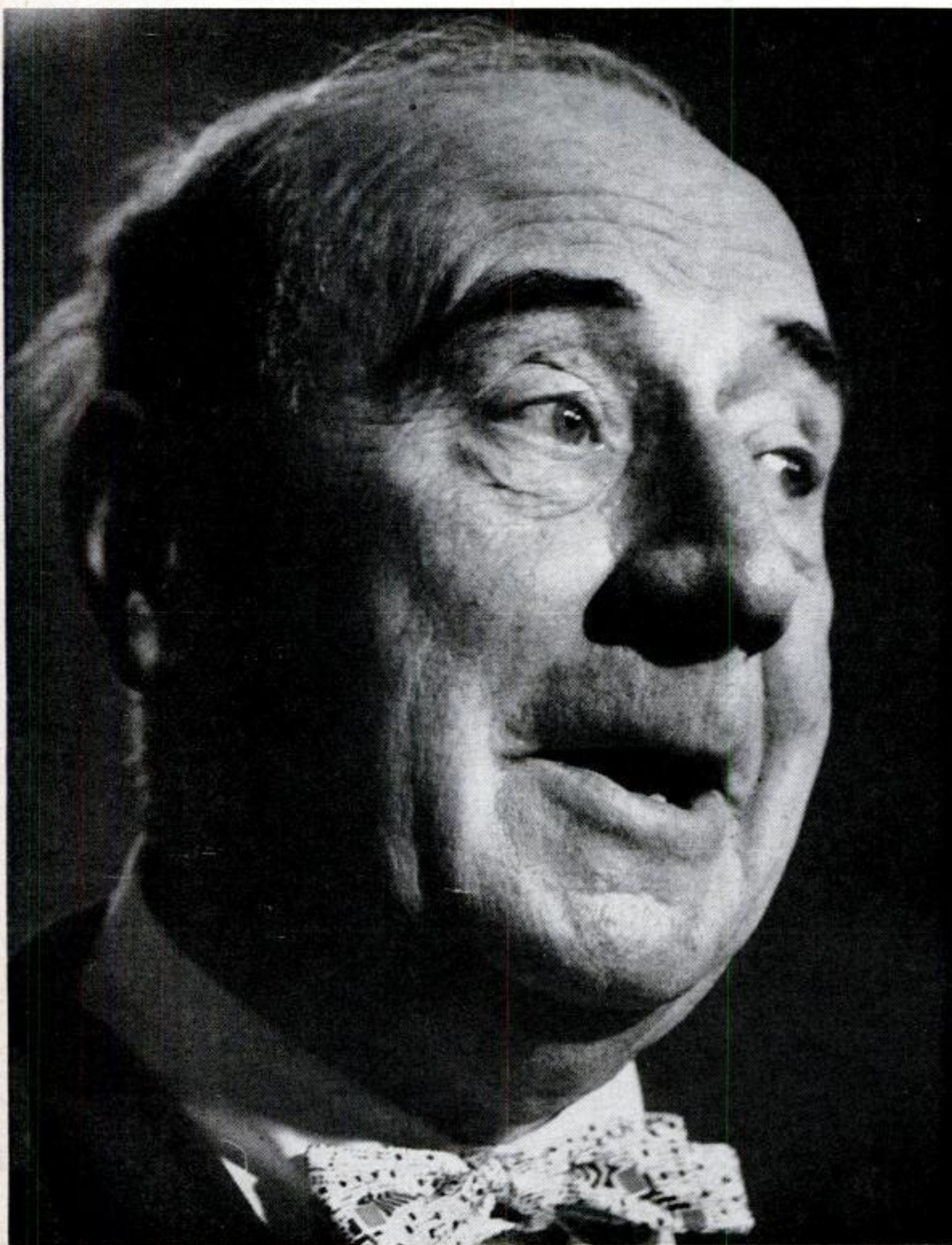
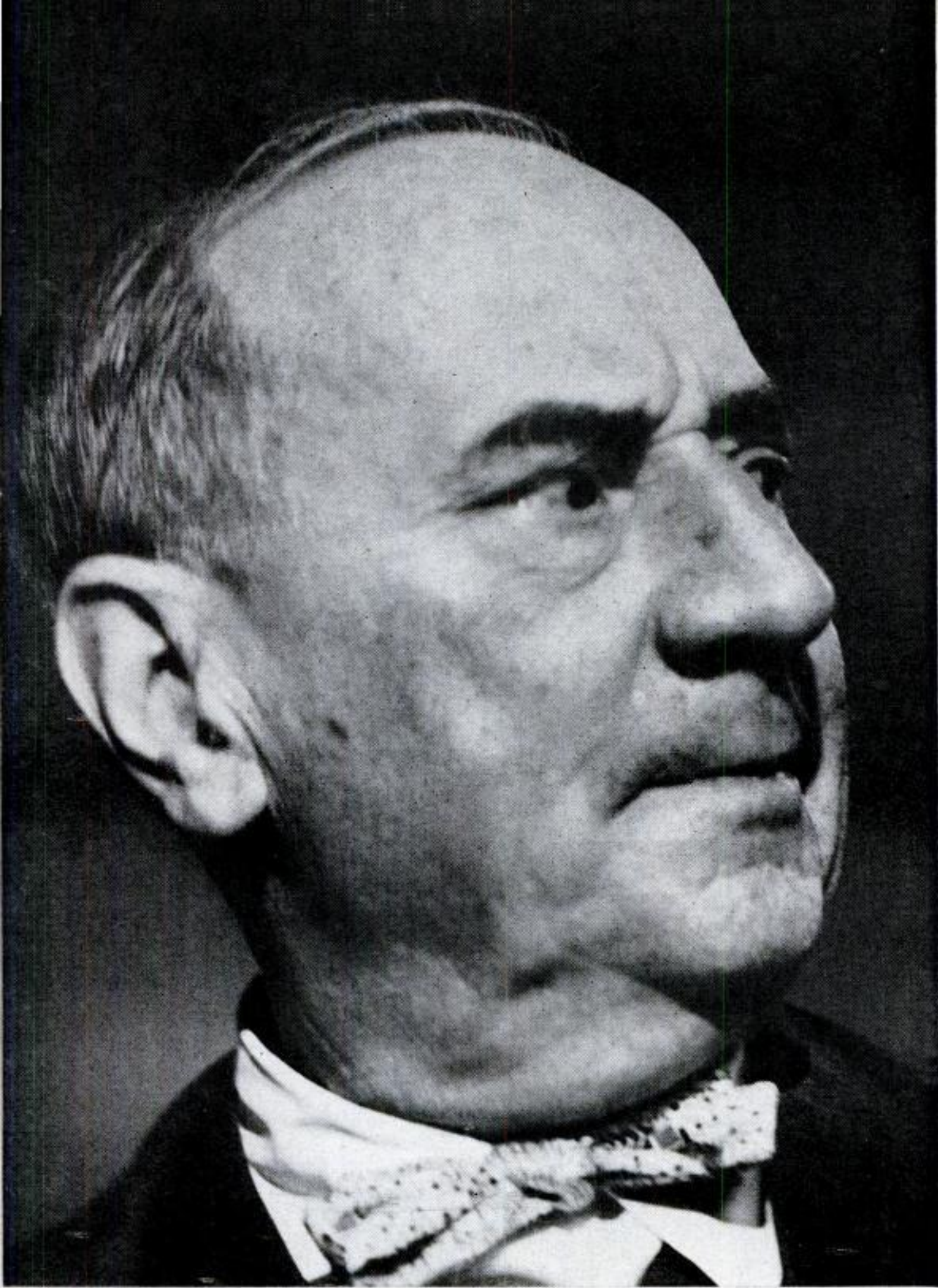
The U.S. reacted with praise for the board's methods but instantaneous debate over the ruling. The board's minority member objected strenuously. Many scientists were indignant. In Princeton the subject himself, who planned an early appeal to the AEC, seemed surprisingly lighthearted, but there was no denying the worried look that occasionally came over him (*left*).





HIS MOODS CHANGING QUICKLY FROM GLOOM TO SURPRISE TO IRRITATION (TOP ROW), FROM INCREDDULITY TO HARSHNESS TO JOCLARITY (BOTTOM ROW),





JOSEPH WELCH GOES ABOUT BUSINESS OF KEEPING WITNESSES OFF BALANCE



ROY COHN SITS CHARACTERISTICALLY GLUM-FACED UNDER WELCH'S GIBES

## CROSS-EXAMINATION WITH JESTS AND JABS

**Lawyer Welch is TV wow, when he can get on**

With the same characters saying much the same thing day after day in the Army-McCarthy hearings, last week's highest entertainment value with TV audiences was supplied by the Army's sad, sly counsel, Joseph N. Welch. While others talked Welch appeared weary, bemused. But when his time came to cross-examine, he perked up and was skillfully incisive—that is, when he could keep the cross-examination on the subject.

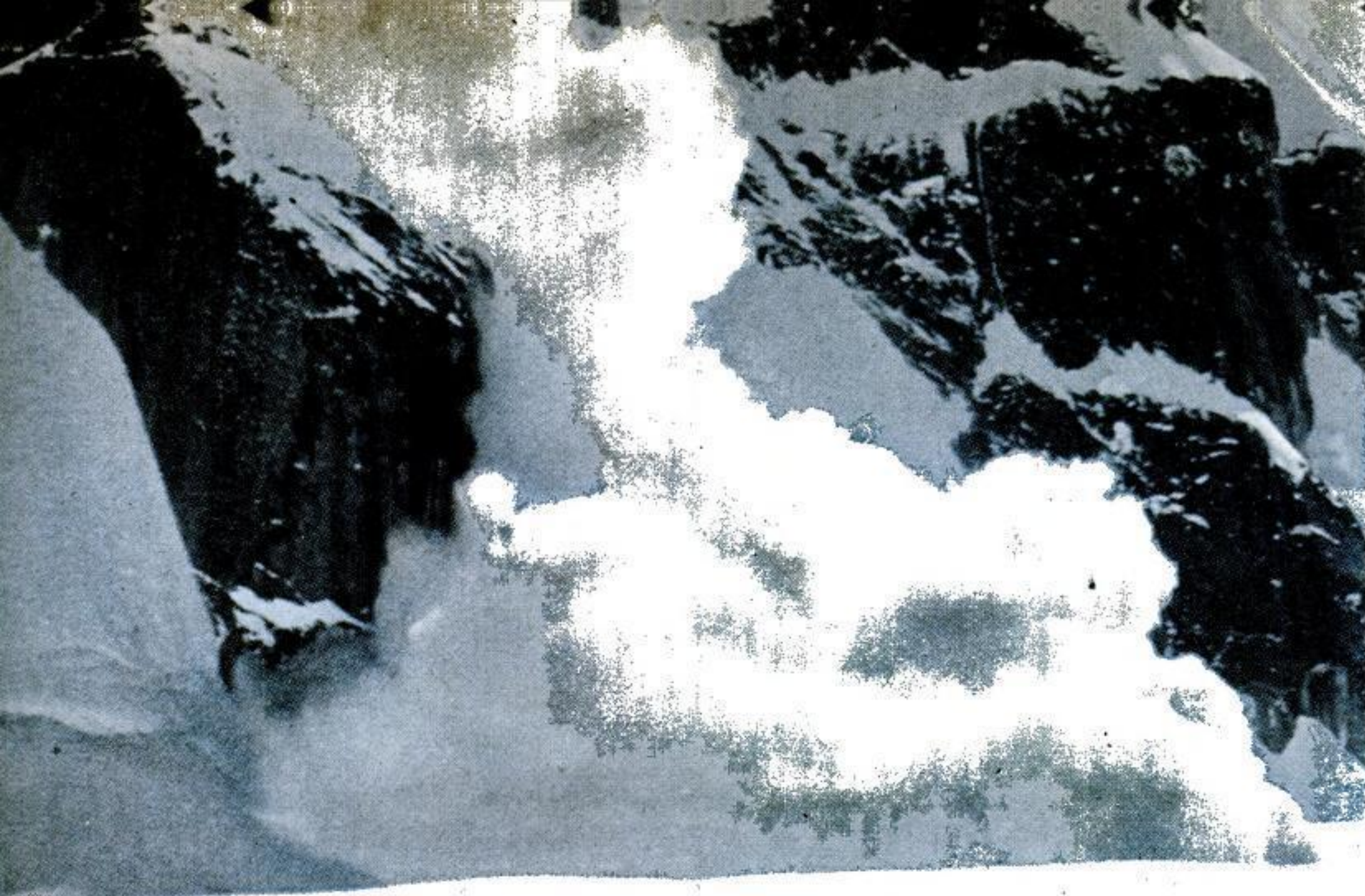
Welch's technique ran the gamut of the skilled lawyer's art. He could be flip: he gaily invented a Loyalty Board member with the name of "Mr. Snooks." He could be sarcastic: if getting a commission were as easy as Roy Cohn thought it should be for G. David Schine, he remarked to Cohn, "it's a wonder we haven't got all officers and no privates in our Army." He could be pointed: his demands for plain "yes" or "no" answers from Cohn did not elicit yeses or noes but did emphasize the fact that Cohn was backing away. The general effect was that Cohn was modifying some of the statements he had made in the McCarthy charges.

At the end of the week, events partly of Welch's making took the play away from him. After much wrangling over the admission of monitored telephone calls into the record, the committee members—at a suggestion from Welch—decided to produce their own calls having to do with the controversy. Senator Stuart Symington's calls revealed the somewhat startling news that last winter the senator had given advice to Secretary of the Army Stevens on handling McCarthy. ("Forget about . . . the Marquess of Queensberry rules," said Symington.) This set off new arguments but it enabled Symington successfully to pressure McCarthy and Cohn into entering their own calls, thus accomplishing Welch's purpose.



SYMINGTON CHALLENGES MCCARTHY TO SIGN CONSENT TO REVEAL CALLS





THE FIRST DANGERS WERE ICE AVALANCHES WHICH THUNDER DOWN NEAR CLIMBERS ONTO GLACIER



DURING TIME OF FAIR WEATHER CLIMBER PICKS

## ON MT. MCKINLEY: RESCUE AFTER VICTORY



**THE FOUR CLIMBERS,** Morton Wood, Elton Thayer, Leslie Viereck and George Argus, were happy and confident as they left April 17 from Curry to tackle the mountain. It was Viereck who took the color pictures on these two pages.

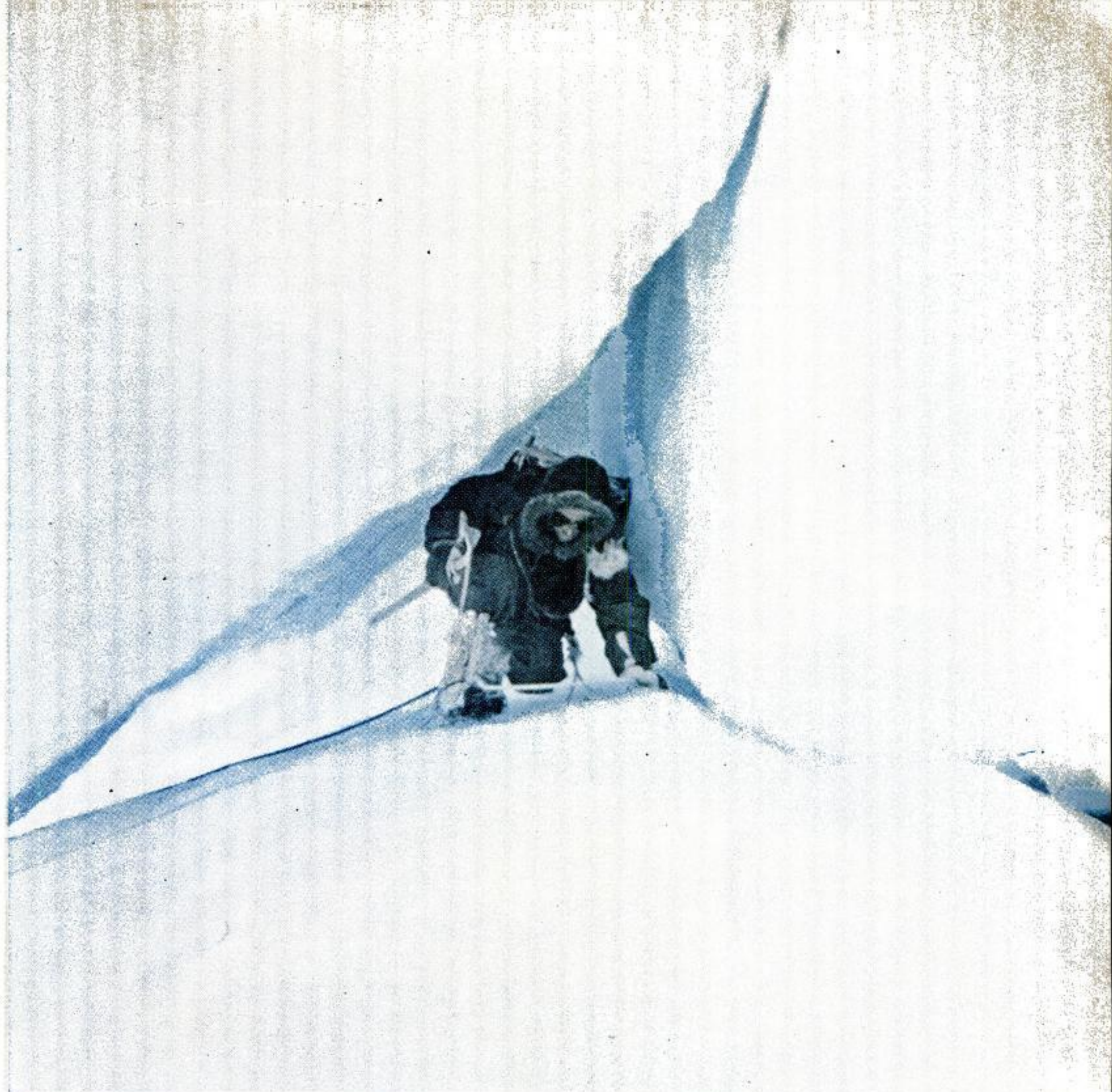
On April 17 four young men set out to climb Mt. McKinley in Alaska, one of the world's most formidable mountains. One, Elton Thayer who organized the expedition, was a park ranger. Another, Morton Wood, was a Fairbanks farmer. The others, Leslie Viereck and George Argus, were privates on Alaskan duty. All were experienced mountain climbers, excited at the chance of challenging the 20,269-foot-high peak. Mt. McKinley, highest point on the North American continent, soars farther (over three miles) from its base than even Mt. Everest, which rises from a 16,000-foot-high plateau. Northernmost of the world's great peaks, it is enshrouded nearly all year by poor weather, and only a half-dozen parties have reached the summit since 1913, when climbers first achieved it.

To make their task even more impressive, the Thayer party set out to reach the summit over the southern approach, which no one had ever been able to do before. First they climbed to the basin of Ruth Glacier at 5,000 feet, where Wood's wife, piloting a plane, air-dropped them fresh supplies. Ascending the glacier, they crossed a strip appropriately named Very Narrow Ridge. At the foot of an ice slope they were immobilized for three days by a heavy snowstorm. When that stopped it took four more days to hack out 1,038 steps needed to negotiate the ice slope. Then after climbing a terrifying series of ridges, they had to drop down 2,000 feet and go up again on another tack, constantly imperiled by ice avalanches and impeded by sheer walls of ice.

Finally, on May 15, they moved out of their high camp at the 17,000-foot level and by midafternoon reached the peak. They stayed there for half an hour before starting down. Then tragedy overtook the Thayer party in this high blue-and-white world of sky and snow.

The story of the climb, disaster and the harrowing events which followed is told on the next four pages in photographs taken by the climbers themselves and a rescuer. Throughout the expedition Les Viereck and Morton Wood took superb pictures in both color and black and white. Dr. John McCall of the University of Alaska, who headed the rescue operation, took pictures of that effort. All of these add up to memorable documentation of this story of endurance, achievement, death and rescue.





WAY ON STRIP CALLED "VERY NARROW RIDGE"

ICE WALL TOO STEEP TO CLIMB LUCKILY HAS NATURAL TUNNEL THROUGH WHICH A MAN CAN CRAWL

THEIR GOAL NEAR, WOOD, THAYER AND ARGUS EDGE CAREFULLY ALONG RIDGE TOWARD THE SUMMIT (RIGHT, REAR), WHICH THEY REACHED IN FOUR HOURS







**THE CONQUERORS** stood on four-mile summit at 2:30 p.m. May 15, as Viereck photographed them.

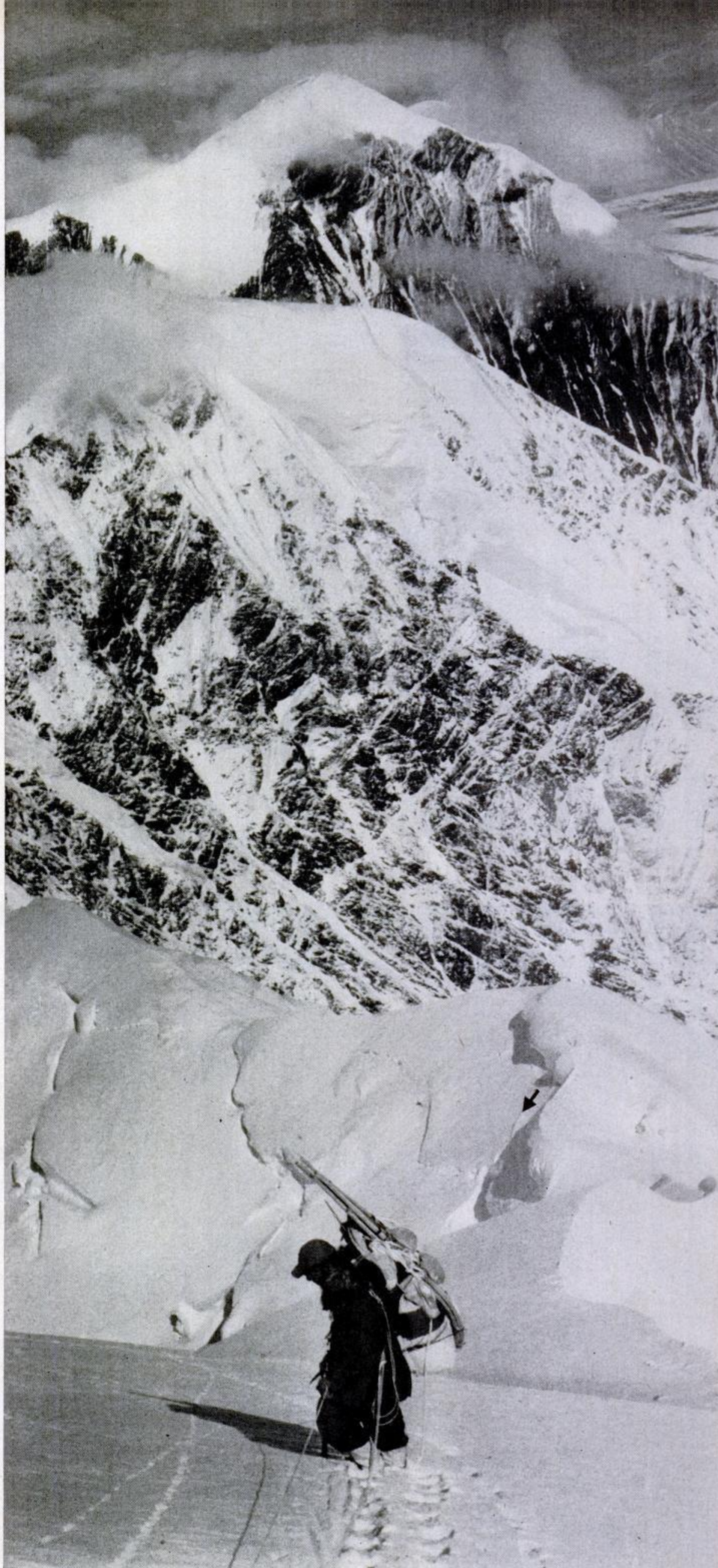
## TRIUMPH AT THE TOP, DEATH ON THE SLOPES

After proudly leaving their names and the date in a tin can at the summit, the four climbers started the descent, stopping overnight at 17,000 feet. Maneuvering down Harper Glacier and Karstens Ridge, the going was relatively smooth until they came to a steep, dangerous ice slope. Argus started gingerly across, Wood, Viereck and Thayer following. Midway, Thayer lost his footing and all four men, tied together, tumbled 1,000 feet down. Thayer broke his back against an ice outcrop and died instantly. Argus severely dislocated his hip. The other two, though badly shaken, were intact.

For a week the three survivors camped in a tent on Muldrow Glacier slope, hoping Argus would get well enough to move. He did not, and Wood and Viereck made a tough decision. They shifted Argus to a safer spot nearby and put the available food, a week's supply of oatmeal, powdered eggs and chocolate, within his reach. Then they left him in the howling loneliness of the glacier and started down for help.



**SHREDDED PACK** which Wood carried during plunge shows damage hard-crusting snow can inflict.



**JUST BEFORE THE FALL** Wood took his last picture, of Argus leading the party as it wound along

the top of Karstens Ridge. A few minutes later, at the point indicated by the arrow, Thayer slipped.

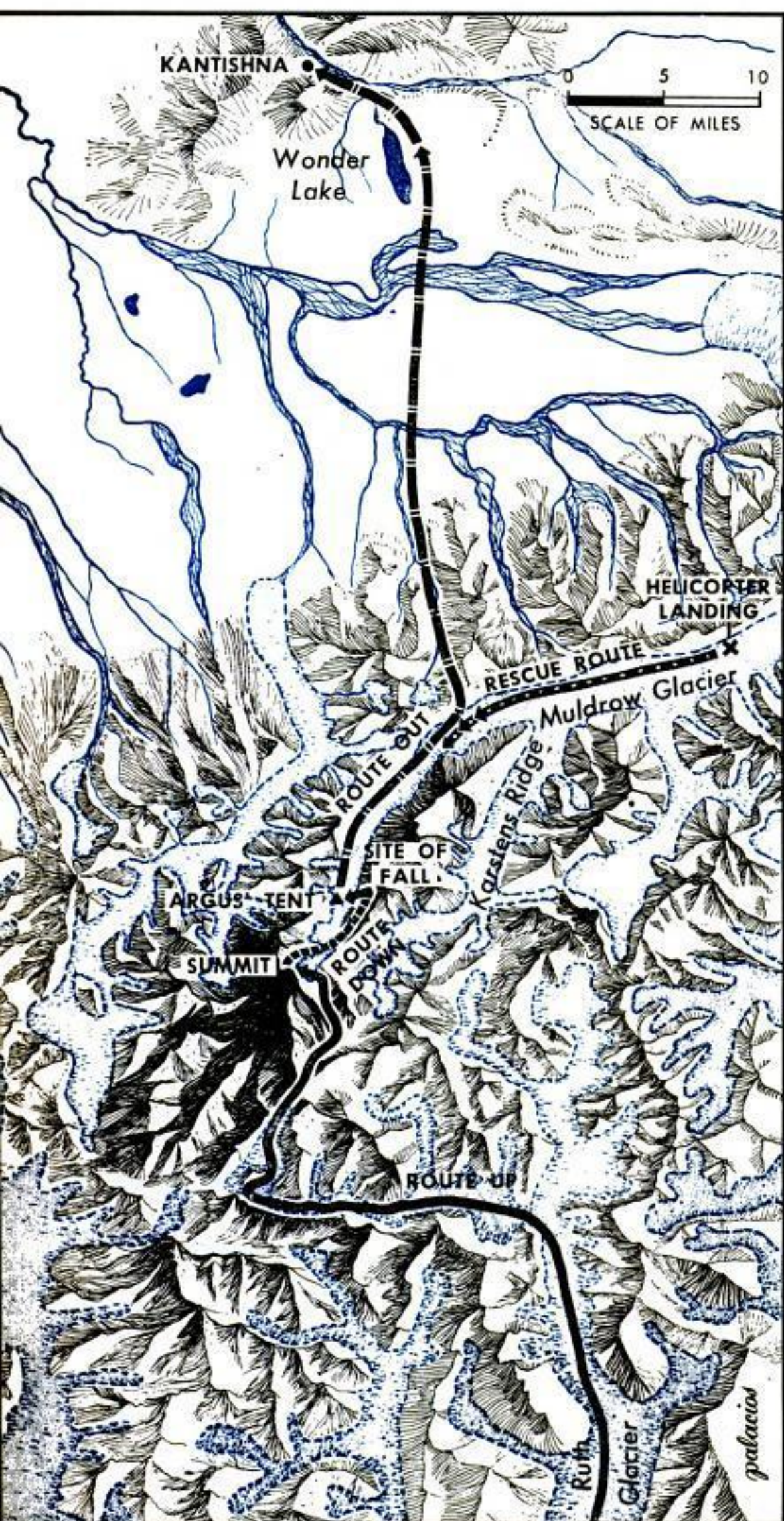




**THE PATH DOWN** was stamped out while Argus lay in tent (*center*). The climbers tumbled down the steep slope at left center and over steep bank seen

above tent, where Thayer's broken body hung by rope. Wood and Viereck took it down and later buried it. The three survivors stayed a week here before going on.





## A LONG, LONELY WAIT, THEN 'ARE YOU O.K.?'

Wood and Viereck started down Muldrow Glacier on Sunday, May 23, then cut through a pass (map above) to a ranger hut at Wonder Lake. They reached it Tuesday but found no one. Pushing on six miles to a prospector's cabin at Kantishna, they met rangers searching for the overdue climbers. A rescue party was standing by at Fairbanks, headed by Glaciologist John McCall. A helicopter dropped them onto Muldrow Glacier and then, flying above safe altitude, kept landing supplies farther up as McCall's party fought toward Argus' tent in snow and over the treacherous ice.

In his lonely tent Argus kept busy sketching the mountains he could see, trying to read his one book—Mark Twain's short stories—and listening to the relentless, maddening fall of ice on nearby slopes. His hopes waned and he seriously considered making crude crutches and trying to hobble down the mountain. Then, after seven days and seven nights, he heard a voice yell, "Are you O.K.?" and he poked his head out of the tent (opposite page) to shout a heartening "Sure I am" to his rescuers.



**THE RESCUERS** guide Argus' sled around an ice embankment on the way down Muldrow Glacier.

Eight-man rescue team included Army buddies of Argus, who said, "This looks like old home week."



**HEADING DOWN**, Argus grins from his sled. He was on it, riding or briefly resting, for 35 hours.

**ORDEAL ENDS** (below) as rescuers move Argus to Army helicopter for night flight to Kantishna.





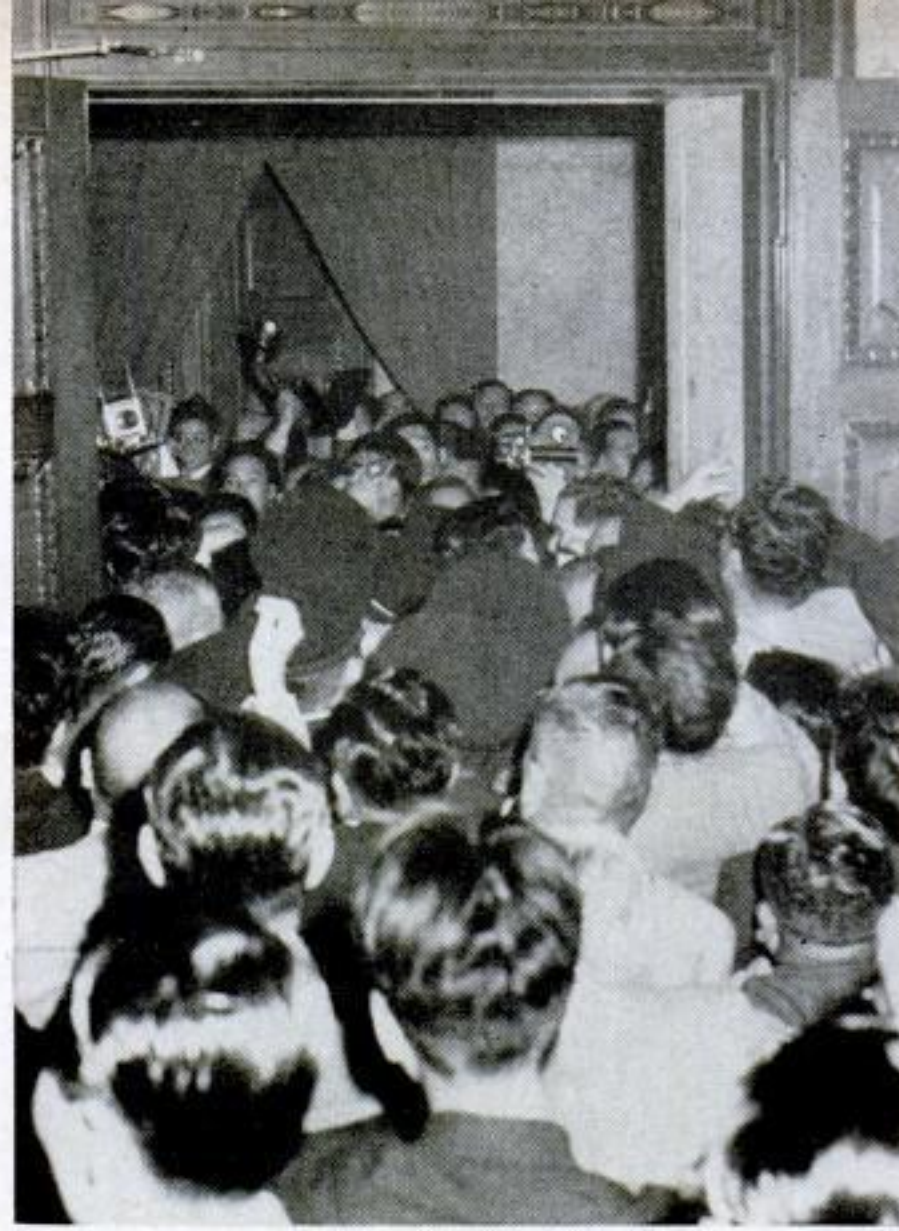
THIS IS SIGHT WHICH GREETED RESCUE PARTY,  
THE INJURED ARGUS ALIVE AFTER TWO WEEKS;  
THEN TRIP TO HOSPITAL BEGAN (OPPOSITE PAGE)







**HOLDING FORT**, gallant Socialist women deputies sit firm on the speaker's stand as their male colleagues battle back the attacking waves of Liberals.



**CHARGING BACK** into Diet chamber, Liberals break through Socialists' outer defenses at door. The outnumbered Diet guards were caught in mob.



**REACHING ROSTRUM**, the Liberals overrun the ladies. Cried Mrs. Yoshie Oishi, "If I catch the lout who tore my sleeve, I'll tear his eyeballs out."

# LADIES AID A RIOT IN DIET

Japan's Socialists block a bill

Japan's Prime Minister Shigeru Yoshida was waiting to see one bit of pending legislation enacted by the Diet before emplaning for the U.S. It was a Liberal party bill to replace local police units with a central force. Bypassing debate, the Socialists tried to block the bill by pinning down Speaker Yasujiro Tsutsumi in a corner of the Diet chamber. Tsutsumi, a judo expert, bulled his way loose and fled to the caucus room, where Socialists barricaded him in. Then the sequence on this page started.

Two lady Socialist deputies took over the

speaker's stand. When a bell rang reconvening the session, Tsutsumi, escorted by a flying wedge of Liberals, charged back. Their head-on assault of the speaker's stand was repelled by kicking and clawing Socialists, but a flanking force going over desk tops gained the objective. At this point the subjects of the bill, the police themselves, were called in to quiet the Diet. Some 26 legislators had been visibly injured, and the next morning Prime Minister Yoshida announced that his trip to the U.S. was postponed until the controversial bill was passed.

GOING OVER THE TOP ACROSS DIET DESKS, LIBERALS STORM THE SPEAKER'S STAND IN FREE-FOR-ALL AS A GAME FEMALE DEFENDER CLOUTS ONE ATTACKER







**NICARAGUA'S CAPTURED GUNS**, marked with Russian hammer and sickle, are on display in store window

in Managua. They were, said the government, found on Pacific coast, near the private estate of General Somoza.



**GUATEMALAN EXILE**, Colonel Carlos Castillo A., was jailed in 1951, later escaped from country.

## GUATEMALAN REDS WORRY NEIGHBORS

### Honduras and Nicaragua fuss over arms

In Central America the issue of Communism has countries tense and shaky. When Guatemala's Communist-supported rulers recently received a shipment of Red arms from Eastern Europe, the U.S. sent an airlift of arms to Honduras and Nicaragua. Honduras was dealing gingerly with a strike of 25,000 North Coast banana workers that the Communists have been trying to exploit. Nicaragua announced the discovery of Soviet-marked guns which it claimed were mysteriously sent by submarine to groups opposed to General Anastasio Somoza's government. In Honduras a Guatemalan exile, Colonel Carlos Castillo Armas, trying to foment revolt in his native land, signed leaflets which were dropped by plane over the Guatemalan capital. Showing concern for its position, the Guatemalan government arrested people right and left trying to break any opposition.



**HONDURAN TRAINING CLASS** hears Colonel Milton Shattuck, commanding the U.S. military mission, explain

the workings of a machine gun to the officers and noncoms selected to organize a projected U.S.-equipped battalion.



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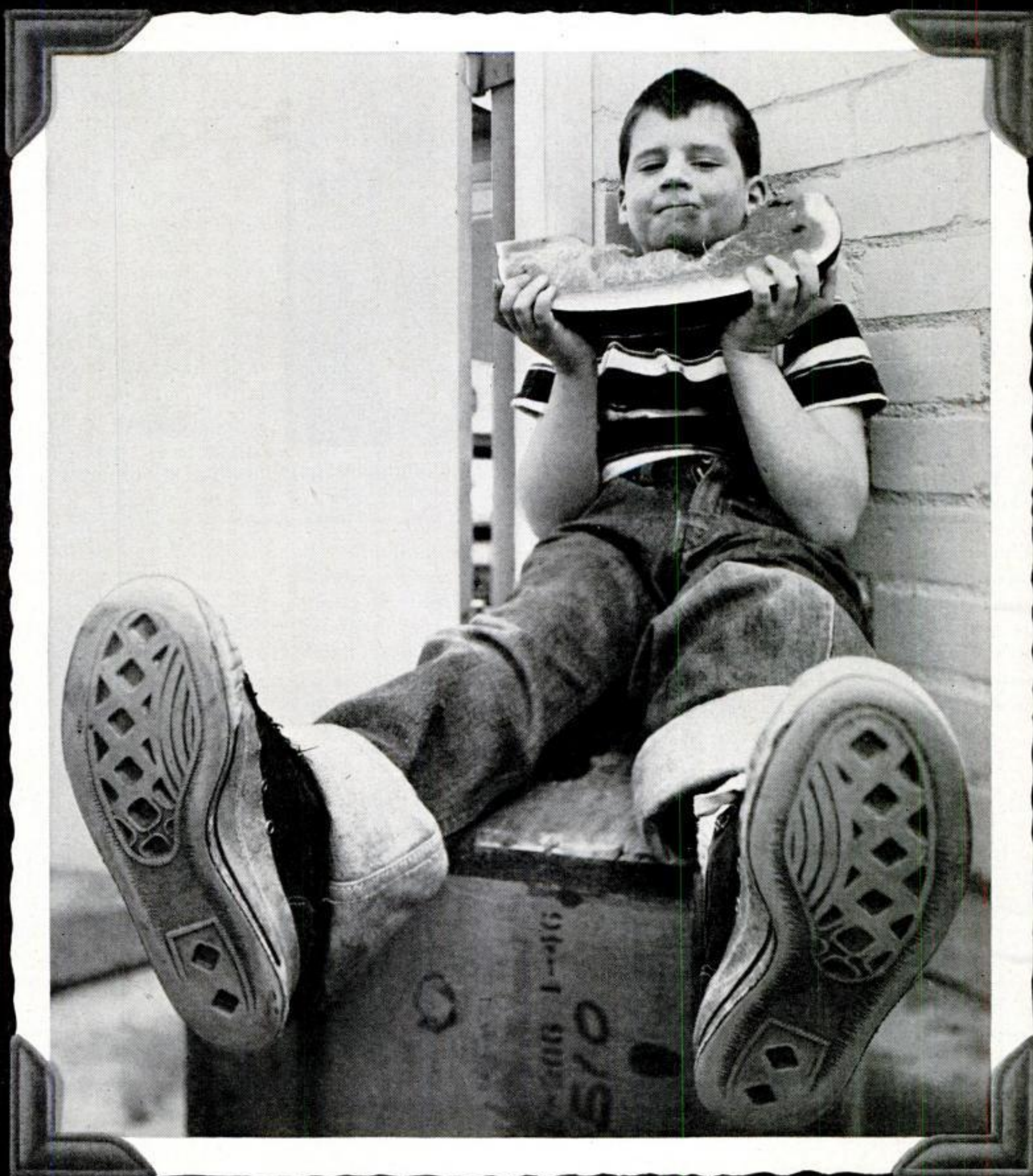




**A COMMUNIST OBJECTIVE**, so far unattainable, is control of the strike of Honduras' 25,000 banana workers against the United Fruit Company. Here, at a meeting on a United Fruit sports field, strike leader Manuel Jesus Valencia is reading anti-Communist resolution which was passed by acclamation. Valencia, a

moderate with a good deal of official support, was strengthened recently when the government arrested a group of Communists who were attempting to disrupt settlement negotiations. Nevertheless the strike, which broke out in a squabble over double pay for Sunday work, remains a potential area for Communist penetration.





*What's wrong with this picture?*

You probably have a snapshot like it in your own photograph album.

It happens when you get too close to your subject, and the camera can't handle the perspective.

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Seen in perspective, the picture is clear: Union Oil, like so many so-called "big" companies, is really getting smaller all the time!

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# LIFE ON THE NEWSFRONTS OF THE WORLD

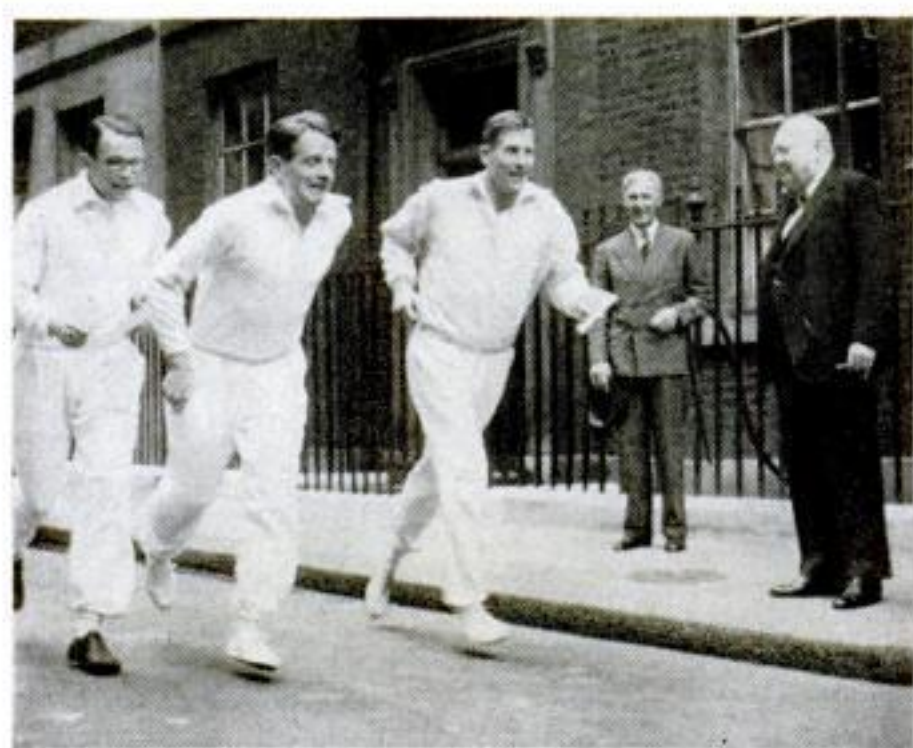
## Presbyterians vote to unite, Indochina gets a new general, an astral explosion dwarfs the H-bomb

The three largest branches of the Presbyterian Church, which has been split since the Civil War, appeared close to reunion last week. By a vote of 283 to 169, an assembly of the Southern Presbyterian Church approved a controversial merger proposal already accepted by assemblies of the other two branches—the Presbyterian Church in the U.S.A. and the United Presbyterian Church. If the merger is now approved by three fourths of the Southern church's presbyteries and two thirds of the presbyteries of the other two branches, it will be consummated in Washington in 1956.

A MiG marked with the Soviet red star dived at a Belgian commercial airliner flying over Yugoslavia near the Hungarian border last week. The fighter plane made three passes at the transport, which was carrying purebred pigs for Yugoslavia, in an effort to force it across into Hungary. Failing, it raked the transport with cannon fire, killing the Belgian radio operator and wounding two other crew members.

### Violence in Virgo

The California Institute of Technology reported last week that it had photographed an explosion "so violent that by comparison an H-bomb is like a falling feather." The report was a matter for scientific curiosity rather than public alarm. The explosion—photographed last month through the 200-inch Hale telescope on California's Mount Palomar—appeared to be in the constellation of Virgo, many millions of miles beyond the Milky Way. Scientists calculated that its light had traveled about 20 million years before finally coming into the view of man.



BANNISTER RUNS FOR CHARITY

In his first public running exhibition since his historic under-four-minute mile, Roger Bannister last week took part in an unusual relay race. With Prime Minister Winston Churchill at the starting line, Bannister (above, right) led three fellow athletes in a half-mile jog through London traffic. The four men carried £500 checks and were running to publicize a \$1.7 million fund-raising drive to save 2,000 historic churches threatened by decay.



FRANCO (LEFT) GREETES TRUJILLO

It was a sociable week for two dictators. The Dominican Republic's Generalissimo Rafael Leonidas Trujillo called on Spain's Generalissimo Francisco Franco in Madrid (above) and set out on an elaborate program of banquets, tours and hunting parties arranged in his honor. The welcome was particularly warm because Trujillo was the first Latin American head of state to visit Spain since Franco took over.

### A replacement in Indochina

Still under sharp political attack at home over the loss of Dien-bienphu, the French government last week shook up its Indochina command. A new cabinet post, Minister for Indochina, was established and given to Édouard Frédéric-Dupont, the mayor of Paris. General Henri Eugène Navarre, Indochina military commander, was replaced by 56-year-old General Paul Ely, chief of staff of France's land forces, who has a reputation as a vigorous and resolute officer.

In the bitter battle in the Delta, the Communists made their biggest gains in weeks, overwhelming and capturing a Roman Catholic seminary 75 miles from Hanoi and a defense post only nine miles from the Hanoi-Haiphong supply lifeline. At Geneva so little progress had been made in the Indochina peace talks that French Foreign Minister Bidault suggested that he talk privately with Soviet Foreign Minister Molotov to find out if there is any point in continuing the discussions.

The American Automobile Association for the second year in a row named York, S.C. the safest small city for pedestrians in the U.S. York has not had a pedestrian fatality for 3,900 days. Each of the city's 5,000 residents receives some 150 safety messages a year and traffic reminders are included in local marriage ceremonies.



GENERAL PAUL ELY

In Cuba, Felix Rodriguez Perez, a wealthy sugar grower, gave a party. After two weeks, having gathered guests and momentum, the party was still going strong. But the neighbors were done in. They called police, who hustled Felix and his 40 locally prominent guests off to jail. Felix promptly put up \$100 bail for each of his guests, carried them off to a new location. Finally the party died out last week after lasting nearly three weeks and resulting in the consumption of more than 1,000 bottles of champagne, cognac, rum and beer.

### Crackdown in Pakistan

The government of Pakistan moved to break the power of its enemies in troubled East Pakistan, where more than 400 persons have been killed in the last two months in labor riots the government claims have been Communist-organized. Declaring a state of emergency, the government fired the entire provincial cabinet headed by the Communist-supported chief minister, 81-year-old Abul Kasem Fazlul Huq, whose United Front coalition won a smashing victory in the provincial elections last March. Prime Minister Mohammed Ali accused Fazlul Huq of "treason" in favoring a secessionist move to make East Pakistan a separate country.

A board selecting a site for a new \$126 million Air Force Academy, the airman's equivalent of West Point and Annapolis, last week narrowed the choice to three sites and left final decision up to the Secretary of the Air Force. The locations, picked mainly for size, natural beauty and a temperate climate, are at Alton, Ill., Colorado Springs, Colo., and Lake Geneva, Wis.



NEVER SAY DIE WINS THE DERBY

For the first time since 1881 an American-bred horse won England's most famous race, the Epsom Derby, known to most Americans as a sweepstakes event. The winner was Never Say Die, a previously unimpressive 3-year-old chestnut foaled in Kentucky and owned by Robert Sterling Clark, a wealthy New Yorker. A 33-to-1 shot, Never Say Die was sixth at the beginning of the home stretch, burst ahead to finish two lengths in front.





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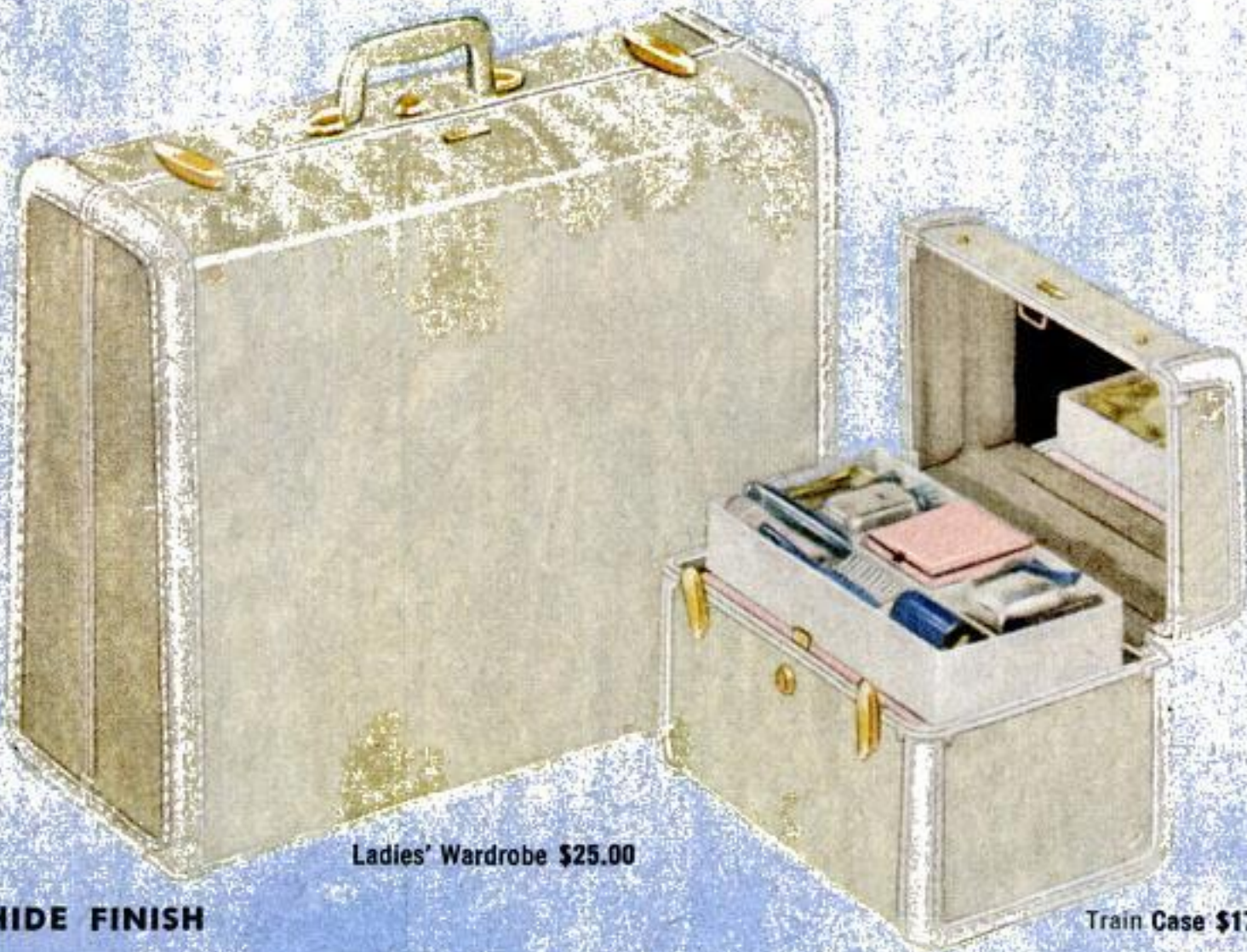
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## POMP AND DIN FOR A LION

### U.S. greets Ethiopian monarch

Modestly and unobtrusively the Conquering Lion of Judah, Emperor Haile Selassie of Ethiopia, continued his U.S. visit last week and made friends everywhere. In New York he presented Mayor Wagner with two elephant tusks, two spears and a brass shield. A great many people got into the act, including some voluntary adherents (*above*) of the emperor's own Coptic Church, a branch of the Christian faith which became the official religion of Ethiopia in the Fourth Century.

Earlier the emperor had weathered a series of ceremonies in Washington (*p. 48*), slept in Lincoln's bed in the White House and attended a baseball game.

His most enthusiastic welcome, however, was in New York's Harlem, where a crowd of 25,000 jammed into one city block to shout riotous greetings (*p. 50*). The noise still dinning in his ears, the African monarch, who seemed to be having a fine time, retired to his hotel preparatory to embarking on a tour which will take him through the U.S. and Canada.





**IN WASHINGTON** the emperor makes a recording for the television show *Youth Wants to Know*. Film was shown over nationwide network next day.



**AT WHITE HOUSE**, with granddaughter Princess Sebla Desta (center) and son Prince Sahle Selassie, he is greeted by President and Mrs. Eisenhower.



**IN CAP AND GOWN** he acknowledges a degree from Howard University, paying tribute to Americans of African descent who have helped U.S. prosper.

[CONTINUED ON PAGE 50](#)



Robin Roberts, Ace Hurler Philadelphia Phillies, says:

*"Less than 8 ounces of perfect comfort — you hardly know you have 'em on!"*



They'll fit in your pocket — wrinkles fall right out!

## Haggar's New Fliteweight Cords Just Wash 'em and Wear 'em!

NEED LITTLE OR NO PRESSING

- 75% ORLON — 25% NYLON
- Completely washable
  - Quick drying
  - Lightweight (less than 8 ounces)
  - Nylon waistband
  - Nylon pockets for extra lightness and coolness
  - Nylon thread
  - Nylon zipper
  - Spot and extra crease resistant
  - Will wear and wear

**HAGGAR**  
Slacks

The lightest, coolest, most comfortable summer slacks you'll ever wear.....\$8.95  
Other Haggar Slacks: \$6.95 to \$15.95

HAGGAR COMPANY,  
DALLAS



# Admiral's 20<sup>th</sup> Anniversary Special



Features include SWIVEL TOP for convenient 'round-the-room' cleaning • HI-POWER MOTOR for super-suction, "deep-down" cleaning • DISPOSABLE DUST BAG assures sanitary cleaning, easy emptying • TOE-TAP SWITCH eliminates bending and stooping • COMPLETE CLEANING TOOL SET for every cleaning requirement.

Get this new 1954 Deluxe

**\$79<sup>95</sup>**

**Apex**  
**AERO CLEANER**

**ONLY \$79<sup>95</sup>\***

when you buy any of 49 different Refrigerators, Ranges, Freezers, Air Conditioners or TV Sets—all brand new 1954 factory-fresh models.

**PLUS Generous Trade-In Allowance**

\* In some markets the Apex will be offered for \$8.95

... WITH ANY OF 49 DIFFERENT 1954 ADMIRAL APPLIANCES AND TV SETS



Model 12D13 Up-Side-Down

New "Up-Side-Down"—a sensational family-size freezer and refrigerator—all in one! Plus a full line of 9 more Admiral refrigerators starting at \$195.40.



Model 4DH15 Range

New Double Oven Electric Range—with exclusive Flex-O-Heat controls, Rotary Roaster, adjustable broiler rack. Plus 8 more Admiral Electric Ranges starting at \$195.40.



Model 17DHF Freezer

New Chest-Type Home Freezer with "Dual Freeze" feature for extra-efficient quick-freezing and frozen food storage. Plus 2 other chest-type and 2 upright freezers starting at \$362.25.



Model 75D5 Air Conditioner

New Room Air Conditioner featuring famous "Hide-away" design, Reverse Cycle cooling and heating system. Plus 12 more Air Conditioners starting at \$199.95.



Model F2226 Console TV Set

New 21" Console TV Set—with 252 sq. in. picture, Cascade Chassis, Optic Filter Screen. An Apex with any of 10 different TV sets starting at \$199.95.

**LIMITED TIME ONLY—SEE YOUR ADMIRAL DEALER TODAY!**





*Silf Skin*  
SEAMLESS FULL-FASHIONED

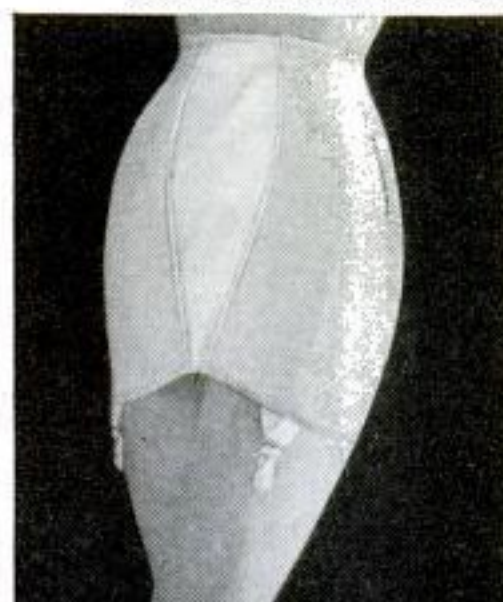
*shaped without seams for comfort and control!*

FULL-FASHIONED... shaped of one continuous strand of elastic yarn... to fit like your skin.

BIAS KNIT... the Silf Skin knit actually changes direction to follow and firm each contour.

SEAMLESS COMFORT... exclusive Silf Skin patented seamless crotch... no irritating seams to cut, chafe, bind, rub... only Silf Skin guarantees you heavenly comfort all through the day, no matter how active you are.

For name of store nearest you write SILF SKIN, Inc., Dept. L-3  
10 E. 39th St., New York • 510 King St. W., Toronto, Can.



WORLD'S ONLY SEAMLESS FULL-FASHIONED GIRDLE

#200 panty  
#400 girdle  
**\$5**  
In nylon elastic \$7.50  
In silk elastic \$10.95  
At fine stores everywhere

## Pomp for a Lion CONTINUED



**SILVER CENSER** is given Harlem's Abyssinian Baptist Church by emperor as Bishop Robert Lawson (right) looks on. He also gave a gold altar cross (left). Though named after Haile Selassie's country, church has no ties with it.



**TUMULTUOUS SEND-OFF** awaits His Majesty as his cavalcade, led by Congressman Rev. Adam Clayton Powell (driving car), pulls away from the Abyssinian Baptist Church. Representative Powell is minister of the church.





*Here are all my bakeries shining, clean and bright...Where busy Sunbeam bakers bake bread that*



*tastes just right...And here are all the good things that make it extra fine...It's the favorite*



*in the city—in your town and in mine..Yes, folks like you like Sunbeam—they eat it everyday*



*And get good health and energy the luscious*



*Sunbeam way"*

© Quality Bakers of America Co-op., Inc.

## Only the best bakers can bake Sunbeam

Of course your local baker knows how folks in your town like bread—he's one of you! And, because he wants you to enjoy bread at its very best, he bakes Sunbeam Bread—the finest and freshest in the land.

Only the choicest ingredients are used for Sunbeam—they're measured, mixed and baked with particular skill. That's because so many fine local bakers learned the art of baking good bread from their fathers—who learned from their fathers before them.

Taste and enjoy the delicious difference in bread baked in your neighborhood, especially for you. After your first loaf, you'll know why everyday... everywhere... more and more folks are reaching for Sunbeam Bread.



Look for Miss Sunbeam,  
Symbol of America's Quality Bread

QUALITY Guaranteed... LOCALLY Baked... NATIONALLY Advertised





SUPER SKYHOOK PREPARES TO TAKE OFF FROM TRUCK ANCHOR. LITTLE BALLOON, ATTACHED TO INSTRUMENTS, KEEPS THEM FROM DRAGGING ON TAKE-OFF

## SUPER BALLOON

Big bag goes after cosmic rays

The 18-story-high balloon above, the biggest pilotless balloon ever built, is taking off from the University of Minnesota airport to the greatest height any but tiny weather balloons have ever gone—22 miles. The "Super Skyhook" was made by General Mills of polyethylene film,

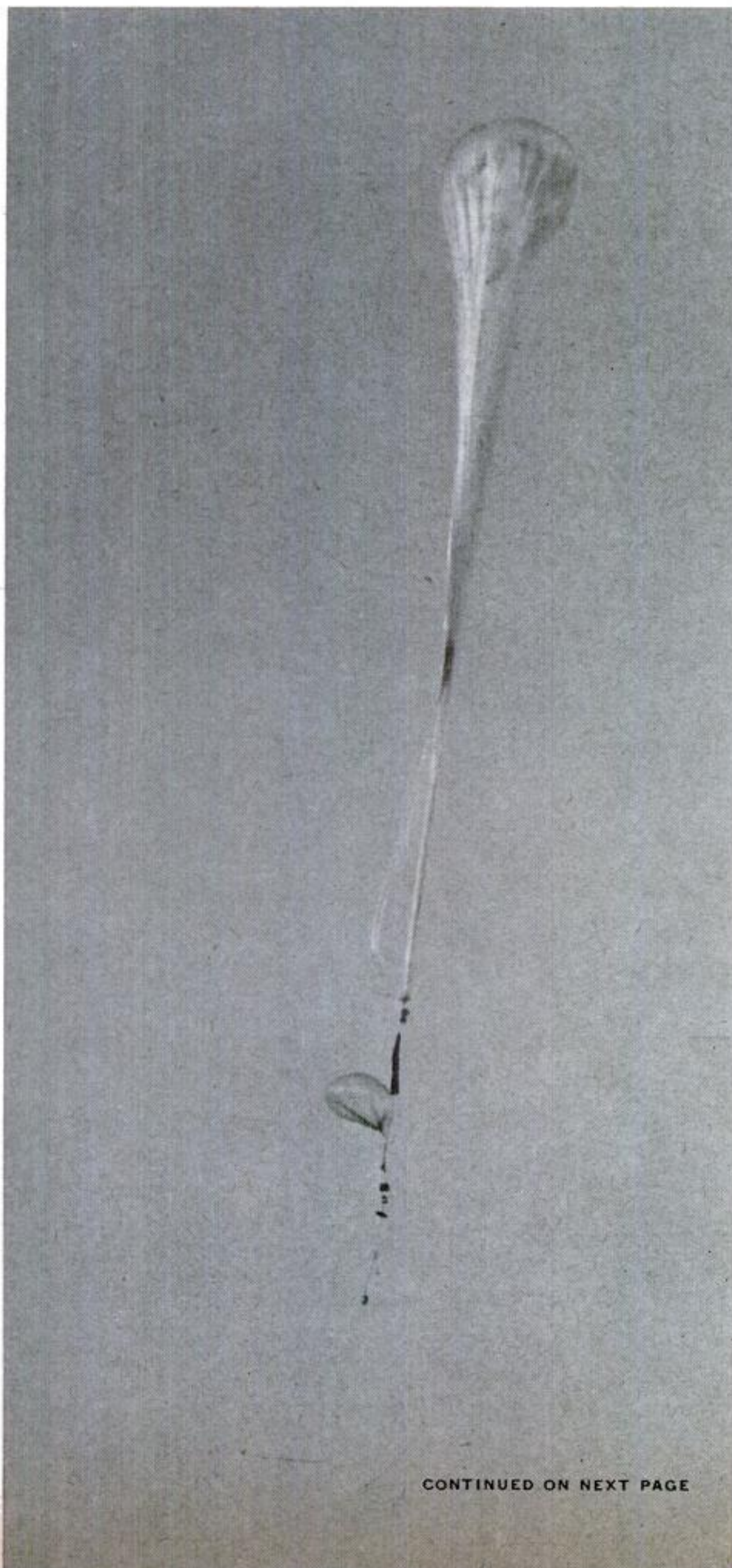
a plastic used by housewives for wrapping carrots. One-third helium-inflated, her 3.2 million cubic feet expanded as she rose, carrying Navy instruments to study cosmic rays. After 13 hours she floated down in pieces, having safely parachuted her instruments and their data.





**LAUNCHING** is signaled by project engineer after balloon is inflated through dark hose up the left side. Rest of the balloon was then paid out through roller (background).

**UNDER WAY** the Skyhook shows full height of 280 feet. Balloon cost around \$3,000. Plastic used is only .0012 of an inch thick, or about half the thickness of human hair.



CONTINUED ON NEXT PAGE

# The only tissue that meets you halfway



Soft!  
Strong!  
Pops Up!

Have you discovered the wonderful difference between soft, strong Kleenex\* and all other tissues? Because of its Serv-a-Tissue box, only Kleenex meets you halfway—serves one at a time. Ends waste, saves you money. And its higher *quality*, year after year, makes today's Kleenex the finest you've known. Just perfect for colds, for beauty duty . . . dozens of uses around your house. Be thrifty! Buy quality—buy Kleenex!

\*T. M. REG. U. S. PAT. OFF.

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Get  
**PISTON RINGS**  
that are made right for your  
**FORD**

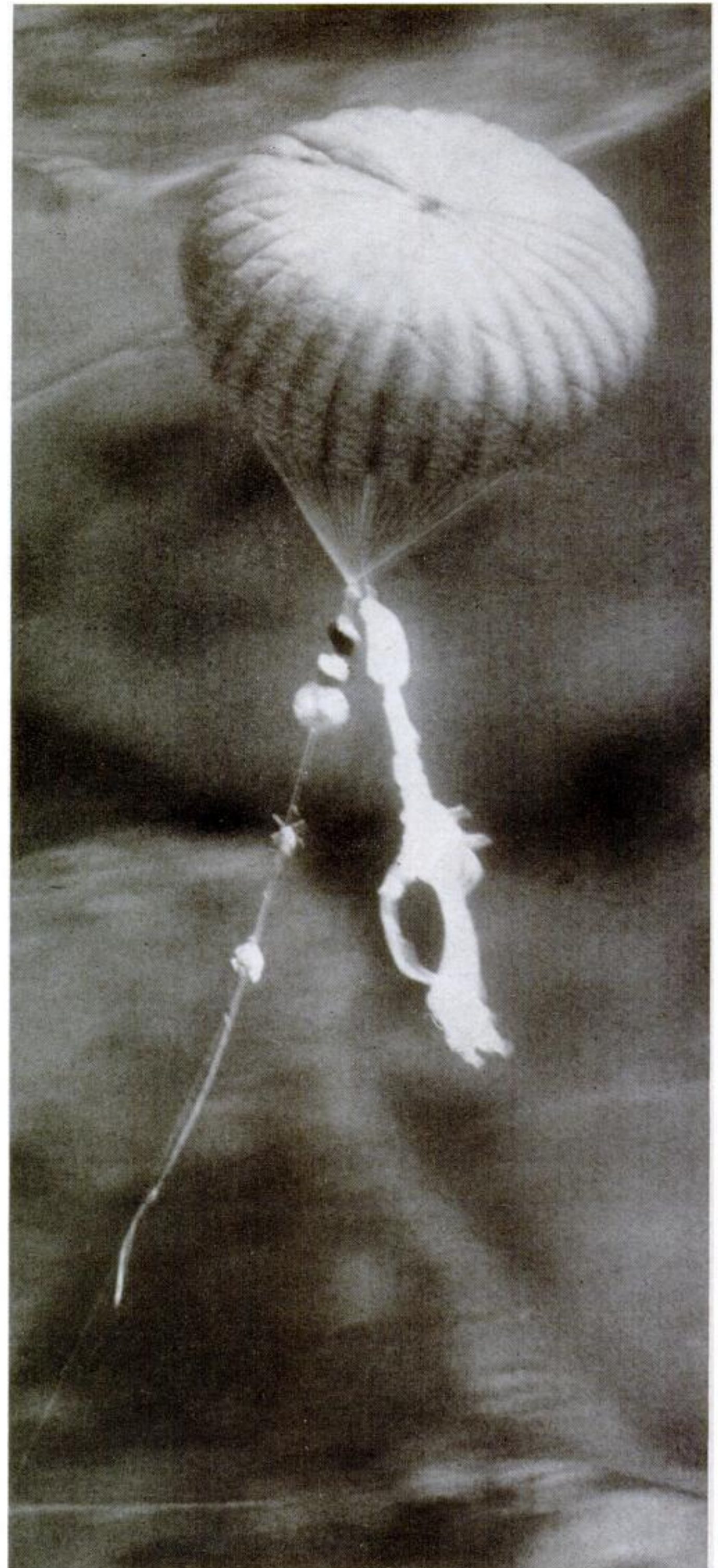
Ford piston rings reduce break-in wear on cylinders. Top ring's chrome plating and second ring's phosphate coating make the difference. Bottom ring's expander adjusts to worn spots for pressure just right for Ford engines.



All Genuine Ford Parts—like the piston rings shown above—are made right... to fit the specifications set by the men who originally built your Ford!

With all the driving that lies ahead this summer, it's a good thing to know your Ford will get full mileage out of the gas and oil you'll be buying. That's why you should have your piston rings checked *now*—before your driving pleasure goes up in "smoke." If new rings are needed, be sure you insist on Genuine Ford Piston Rings. They mean longer piston life . . . better oil control . . . more power and economy. And like all Genuine Ford Parts, they're *made right* to work right to last longer in your Ford!

**WHEREVER YOU GO, INSIST ON**



**COMING DOWN** by parachute, the scientific measuring instruments descend separately from the Skyhook itself, which was punctured by an automatic device.



**GATHERING REMNANTS**, residents of Madison Lake, Minn., 80 miles from take-off point, help themselves to the three acres of plastic from balloon.



**Kodak**  
TRADE-MARK

## Happy Birthday with the gift that keeps memories bright

Day or night, whenever  
she uses her birthday camera  
she'll think of  
the one who gave it.

Another  
grand gift—a  
DEFENSE  
BOND



Big, brilliant "preview" finder  
on this Kodak Duaflex III Camera  
shows your picture before you snap.  
Camera, with Kodet Lens, \$14.95.  
Flashholder, \$4. Complete flash  
outfit, \$21.75.

Prices inc. Fed. Tax where applicable

Have your camera with you everywhere—for that's  
where great snapshots are. Around home. On that special occasion.  
On family outings and vacations. Wherever you are, wherever you go.  
Then you'll *save* all those wonderful memories instead of *wishing* you had.



Ever miss a priceless snapshot because the film ran out?  
With the new, thrifty Duo-Pak, you have 2 rolls of Kodak  
Film—one for your camera, one for a spare. And there's  
a nice little saving, too. In the popular 620, 120, and  
127 sizes. (All Kodak Films come in single rolls, too.)

First choice of beginners and experts alike—  
Genuine Kodak Film—in the familiar yellow box

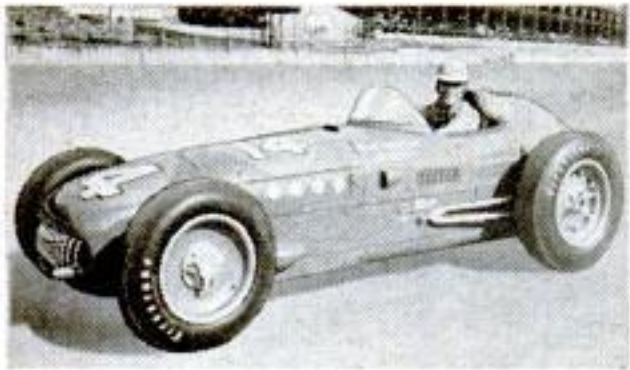
Eastman Kodak Company, Rochester 4, N.Y.



# CHOOSE THE 31 CONSECUTIVE



\*NO  
RACES  
IN 1917 •  
1918 • 1919  
1942 • 1943  
1944 • 1945



**1953** 128.74 M.P.H.  
BILL VUKOVICH



**1952** 128.922 M.P.H.  
TROY RUTTMAN



**1951** 126.244 M.P.H.  
LEE WALLARD



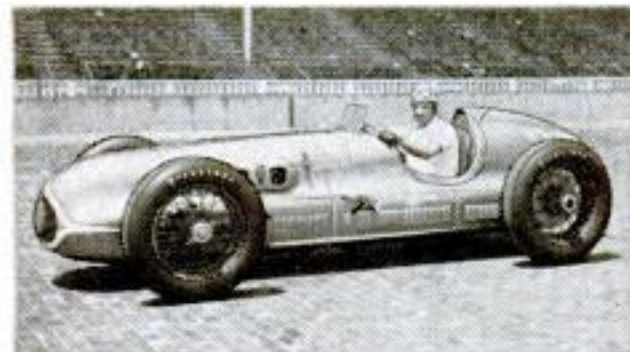
**1950** 124.002 M.P.H.  
JOHNNIE PARSONS



**1949** 121.377 M.P.H.  
BILL HOLLAND



**1948** 119.813 M.P.H.  
MAURI ROSE



**1947** 116.33 M.P.H.  
MAURI ROSE



**\*1946** 114.8 M.P.H.  
GEORGE ROBSON



**\*1941** 115.117 M.P.H.  
MAURI ROSE, FLOYD DAVIS



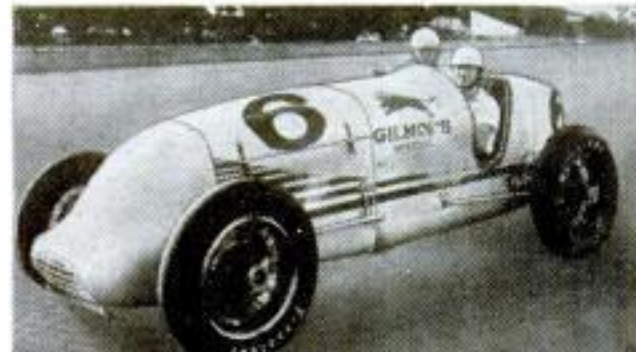
**1940** 114.277 M.P.H.  
WILBUR SHAW



**1939** 115.035 M.P.H.  
WILBUR SHAW



**1938** 117.20 M.P.H.  
FLOYD ROBERTS



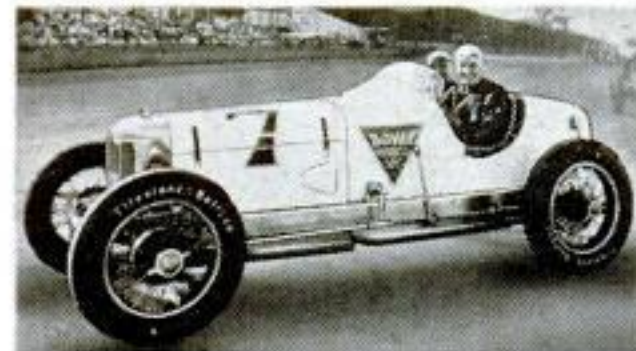
**1937** 113.58 M.P.H.  
WILBUR SHAW



**1936** 109.06 M.P.H.  
LOUIS MEYER



**1935** 106.24 M.P.H.  
KELLY PETILLO



**1934** 104.86 M.P.H.  
WILD BILL CUMMINGS



**1933** 104.16 M.P.H.  
LOUIS MEYER



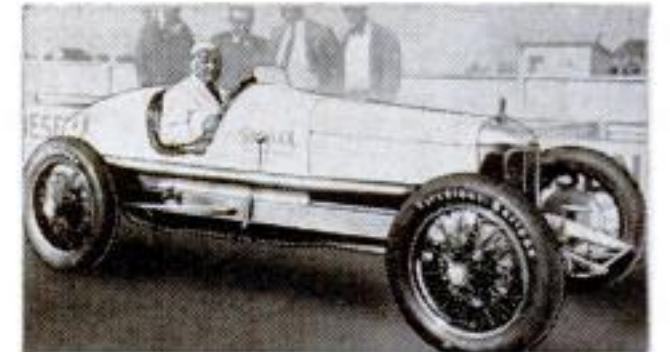
**1932** 104.14 M.P.H.  
FRED FRAME



**1931** 96.62 M.P.H.  
LOUIS SCHNEIDER



**1930** 100.44 M.P.H.  
BILLY ARNOLD



**1929** 97.58 M.P.H.  
RAY KEECH



**1928** 99.48 M.P.H.  
LOUIS MEYER

If you wish to have a free reprint of this advertisement

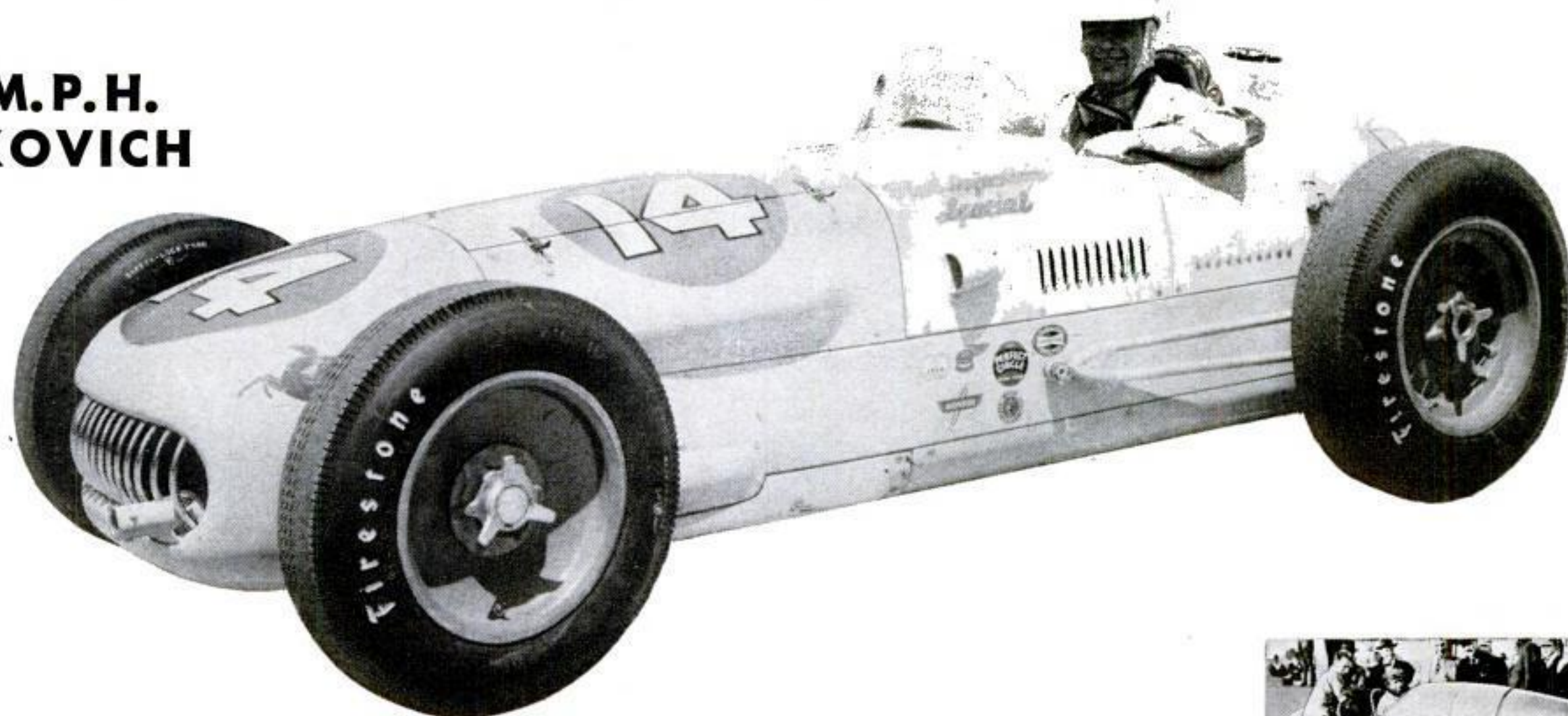


# CHOICE OF CHAMPIONS

## INDIANAPOLIS RACES HAVE BEEN WON ON

# Firestone

**1954** 130.84 M.P.H.  
BILL VUKOVICH



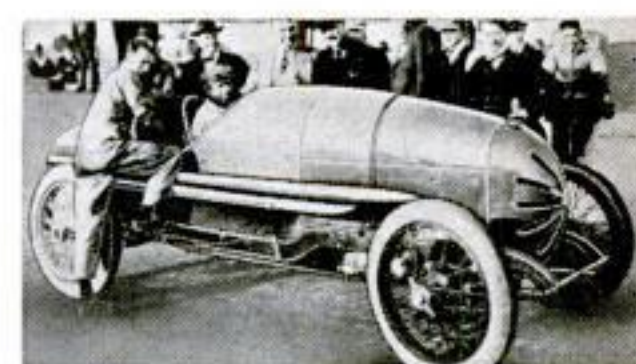
### The Only Tires Made That Are Safety Proved On The Speedway For Your Protection On The Highway

**T**HE Indianapolis Race is more than a breath-taking spectacle of speed; more than a colorful carnival of thrills and chills. It is not just a stunt.

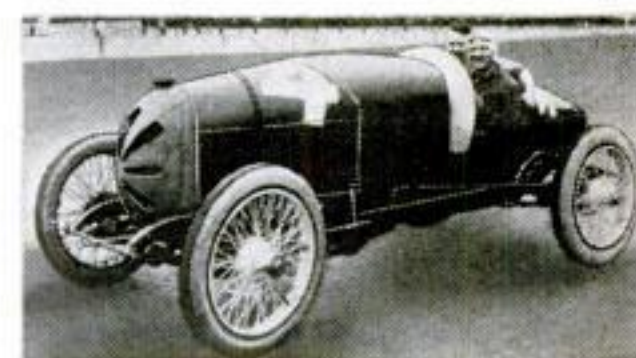
On the contrary it is a practical, torturous test of new automotive developments before they are adopted for regular production. Authorities say that 500 miles on the speedway are equal to 50,000 miles of ordinary driving . . . 5 years of

average service crowded into less than 4 hours!

For many years, every driver in the race has *bought* Firestone Tires, because no driver is willing to risk his life or chances of victory on anything less than the safest tires that money can buy. Remember *that* fact the next time *you* buy tires. Protect your life and the lives of others by equipping your car with a set of new Firestone Tires.



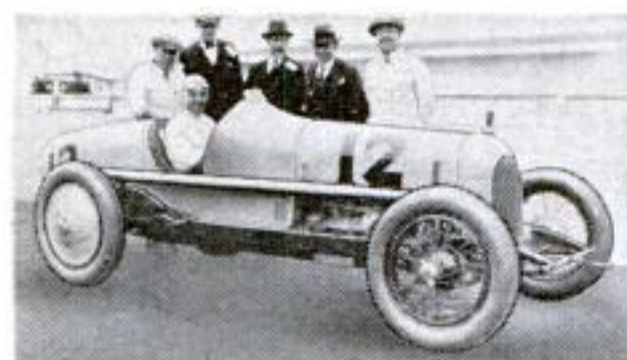
**1921** 89.62 M.P.H.  
TOMMY MILTON



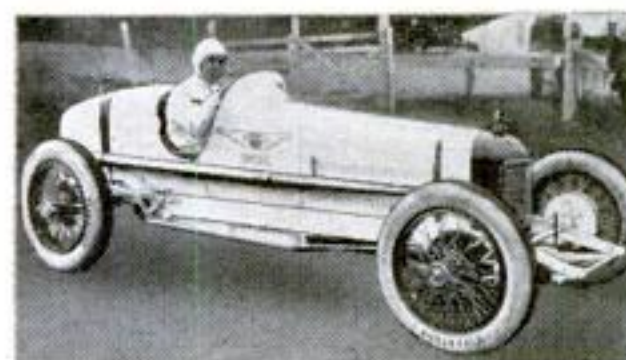
**1920** 88.55 M.P.H.  
GASTON CHEVROLET



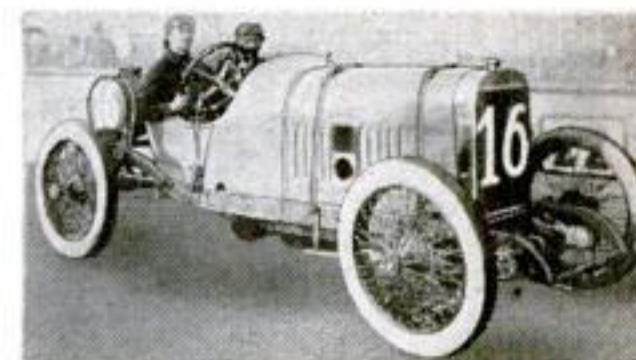
**1927** 97.54 M.P.H.  
GEORGE SOUDERS



**1925** 101.13 M.P.H.  
PETE DE PAOLO



**1923** 90.95 M.P.H.  
TOMMY MILTON



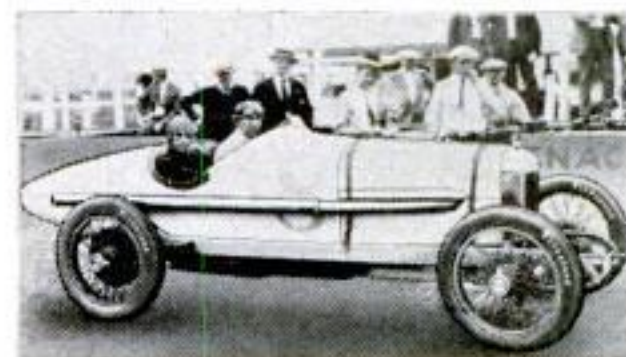
**1913** 76.92 M.P.H.  
JULES GOUX



**1926** 95.88 M.P.H.  
FRANK LOCKHART



**1924** 98.23 M.P.H.  
JOE BOYER, L. CORUM



**1922** 94.48 M.P.H.  
JIMMY MURPHY



**1911** 74.59 M.P.H.  
RAY HARROUN

write to The Firestone Tire & Rubber Co., Akron 17, Ohio

Copyright 1954, The Firestone Tire & Rubber Co.



*We've said it - now we'll prove it*

# Aero WILLYS...

## gives you **MORE VALUE** per dollar

in its price class

### LOOK AT THESE FACTS

#### **FACT 1**

##### WILLYS is the SAFEST car

"MOTOR TREND" magazine last year published ratings of 20 leading American automobiles on safety. They picked AERO WILLYS as the safest car on the road! Against the entire field of entrants in the 1954 Rallye Monte Carlo, AERO WILLYS was awarded the first prize de Securite Routiere . . . "The safest car on the road."

#### **FACT 3**

##### WILLYS has more FRONT SEAT comfort

Front seat **SHOULDER ROOM**  
in inches

Willys Aero-Lark.....	57.0
Willys Aero-Ace.....	57.0
Third car.....	55.0
Fourth car.....	55.0

#### **FACT 2**

##### WILLYS has MORE POWER per pound of car

Weight per horsepower  
in pounds

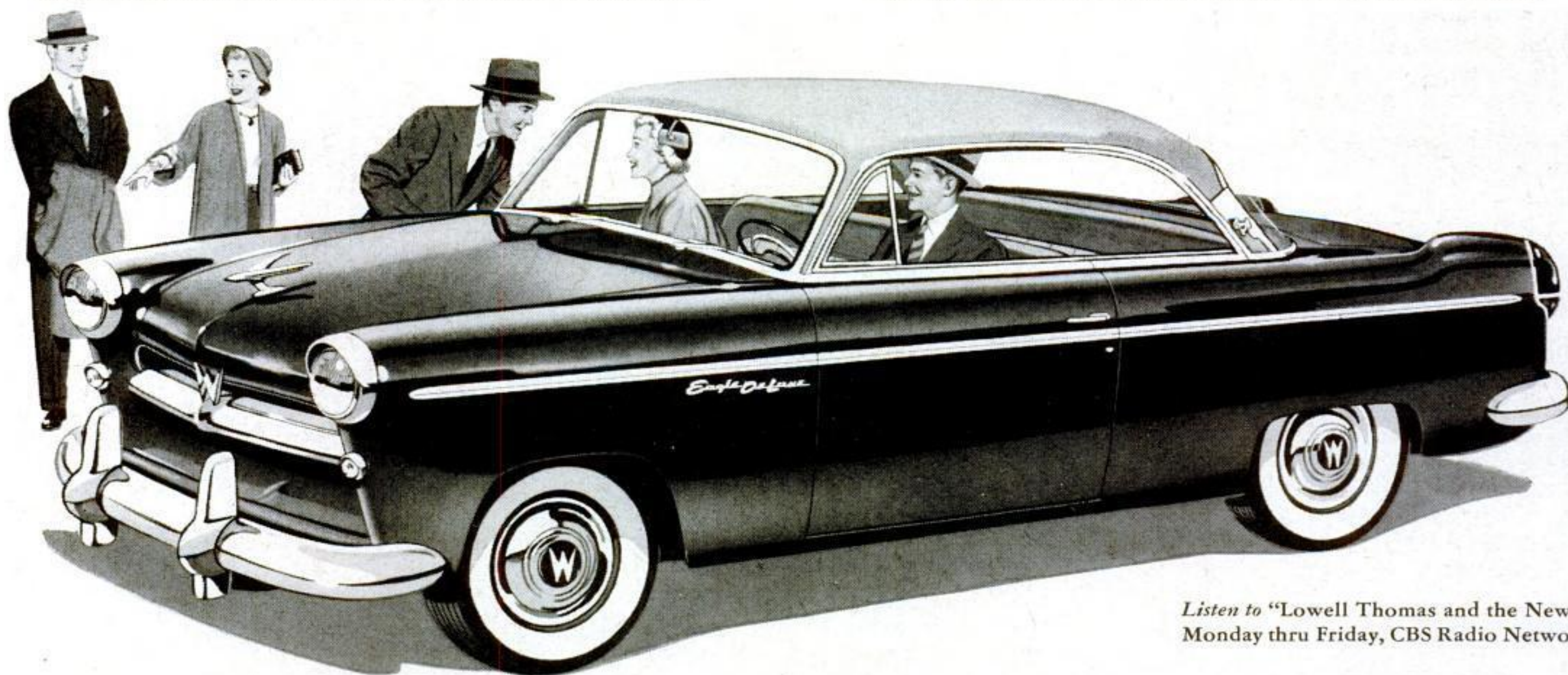
Willys Aero-Ace.....	24.2
Second car.....	25.1
Third car.....	25.2
Fourth car.....	25.7

#### **FACT 4**

##### WILLYS has more REAR SEAT comfort

Rear seat **SHOULDER ROOM**  
in inches

Willys Aero-Lark.....	57.0
Willys Aero-Ace.....	57.0
Third car.....	55.0
Fourth car.....	55.0



*Listen to "Lowell Thomas and the News,"  
Monday thru Friday, CBS Radio Network.*

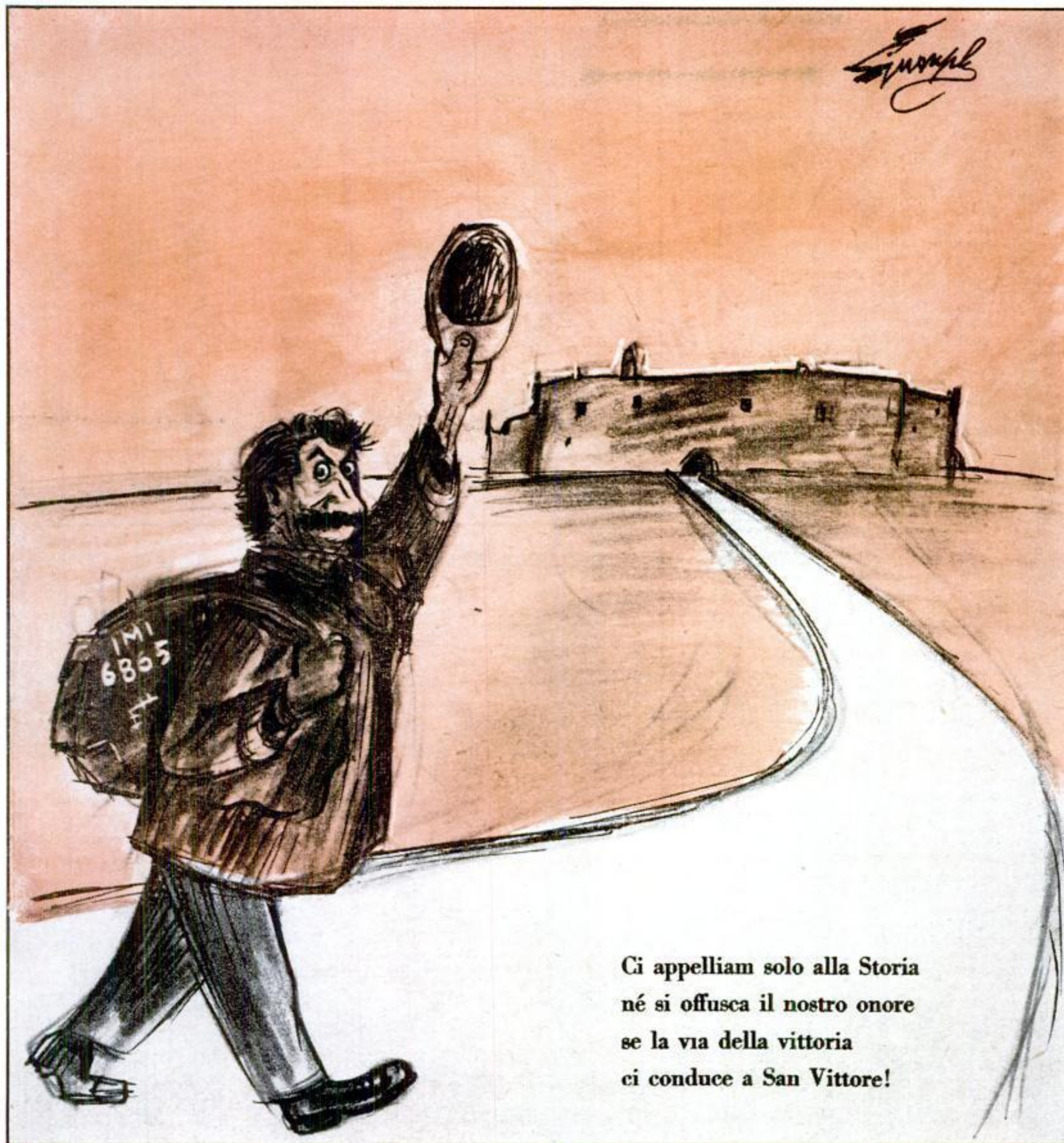
**Yes, you get MORE-LOTS MORE in a 1954 AERO WILLYS**

**Your WILLYS dealer will be happy to PROVE these facts**



**Kaiser-Willys Sales Division  
WILLYS MOTORS, INC.**





Ci appelliam solo alla Storia  
né si offusca il nostro onore  
se la via della vittoria  
ci conduce a San Vittore!

**IN CARTOON** Guareschi drew himself heading jauntily to jail. Caption says, "We appeal only to history and our honor won't be tarnished if the way to victory has led us to San Vittore."

**IN THE FLESH** Guareschi, his hands in his pockets, looks up at the forbidding prison walls with guard posted atop before being led inside to start serving time.

## PENMAN DRAWS A TERM IN PEN

### Don Camillo's creator is jailed for libel

Giovannino Guareschi of Milan, creator of Don Camillo, editor in chief and chief cartoonist of Italy's humorous weekly *Candido*, and once the subject of a *LIFE* close-up called "Anti-Communist Funnyman," recently drew something very unfunny for a cartoonist of his extraordinary talents—a one-year jail sentence.

Last January, Guareschi turned his wrath, usually reserved for Reds, on Alcide de Gasperi. In *Candido* he called the ex-premier "cold, ruthless, devoid of all scruple" and published a letter purportedly written by De Gasperi to the British in 1944 requesting that Rome be bombed as "the only way to break the moral resistance of the Roman people." In court De Gasperi's lawyers proved the letter a forgery and won damages of one lira (one sixth of a cent). The judge also ordered Guareschi to jail. With the high walls of Parma's prison (right) looming up ahead, the caustic cartoonist could not resist satirizing his own predicament with one last blast (above) from the outside world.

CONTINUED ON NEXT PAGE







**LONG JOHNS FOR JAIL** are held up by Mrs. Guareschi as the cartoonist packs same knapsack which he took to Nazi concentration camp back in 1943.



**PRISON POTION** of bicarbonate of soda is poured in bottle by Guareschi, who will have chance in jail to cure the ulcers he loves to complain about.



**FAREWELL FEAST** of lasagna and wine is enjoyed by a smiling Guareschi and his less happy *Candido* staff members. Guareschi did not appeal sentence.

# Waldorf

is today's  
Great Buy

*it's white  
it's softer than ever*

So gentle for baby's tender skin

*another Great Scott Value*

"Waldorf" Reg. U. S. Pat. Off.



any girl can be

## beautiful and new

...thanks to Jantzen  
"shape-insurance"

"shape-insurance" is a marvelous new Jantzen figuremaking technique...the big sensation in swim suit design. It assures you continuous performance in the department of slimming, smoothing, curving and planing...moulds you a lovely bustline and holds it forever and ever via a sensational new bra interlining (technical name is ®Pellon...and only Jantzen has it). Left, "moonglow," taffeta 14.95...center, "check date," ®Lastex-powered 19.95...right, "side kick," Laton-powered 18.95, woven with ®Chromspun to give you forever color...at most stores.

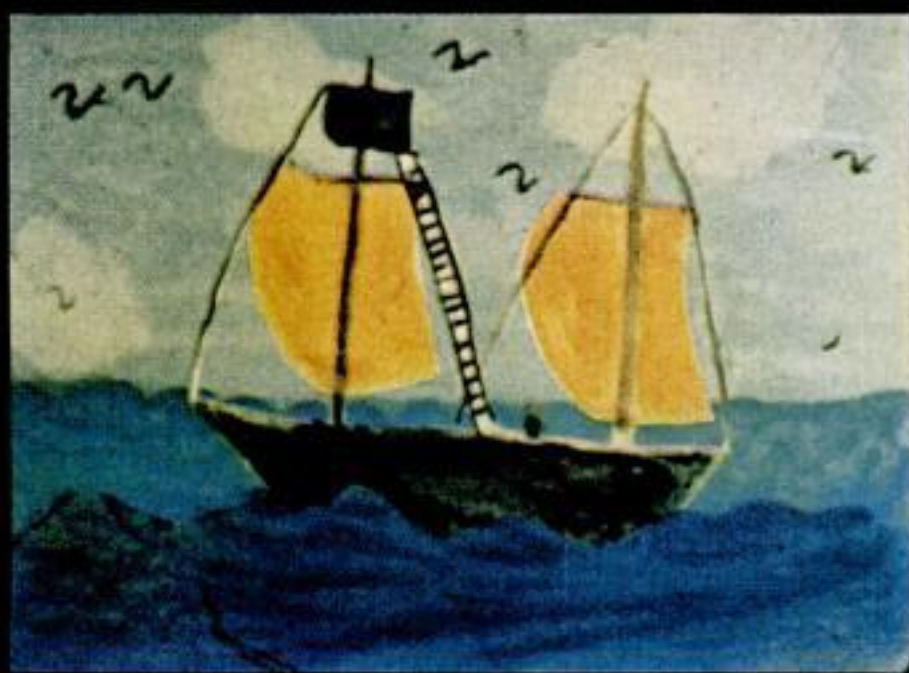


Jantzen, Inc.  
Portland 14  
Oregon

**Jantzen**<sup>®</sup>  
best of all swim suits

nothing does as much for a body as a Jantzen





**A SHIPWRECK AT SEA** befalls two adventurous little French boys named Martin and Gaston. They have embarked on a craft whose appearance is apt to change suddenly from a sloop to a schooner without notice.

The ship is overtaken by a terrible storm, accompanied by jagged but colorful flashes of lightning hovering over the sea, and everyone aboard is in a great state of distress, shedding orderly, golf-ball-like rows of tears. The



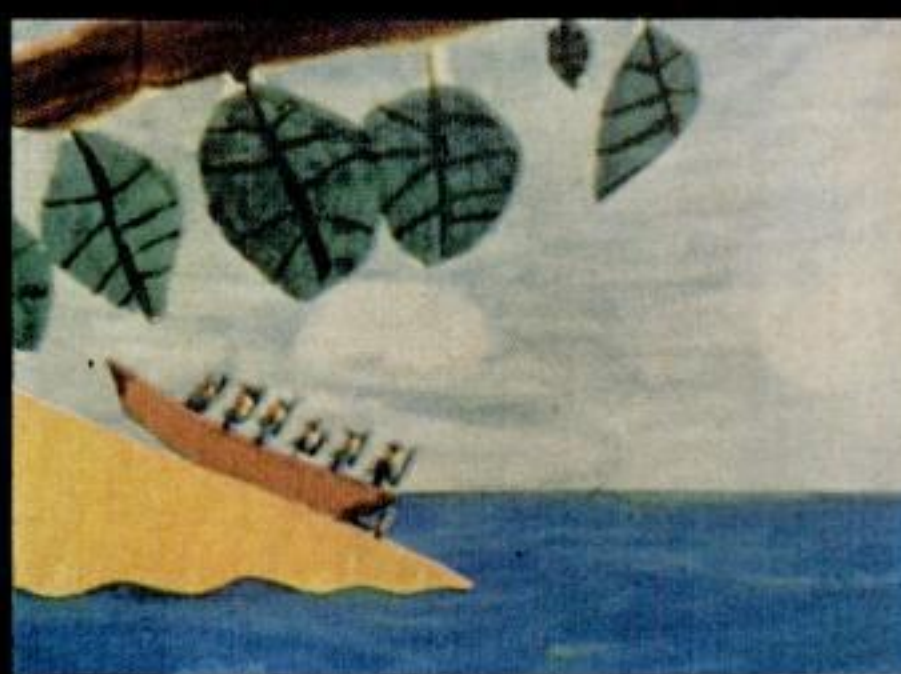
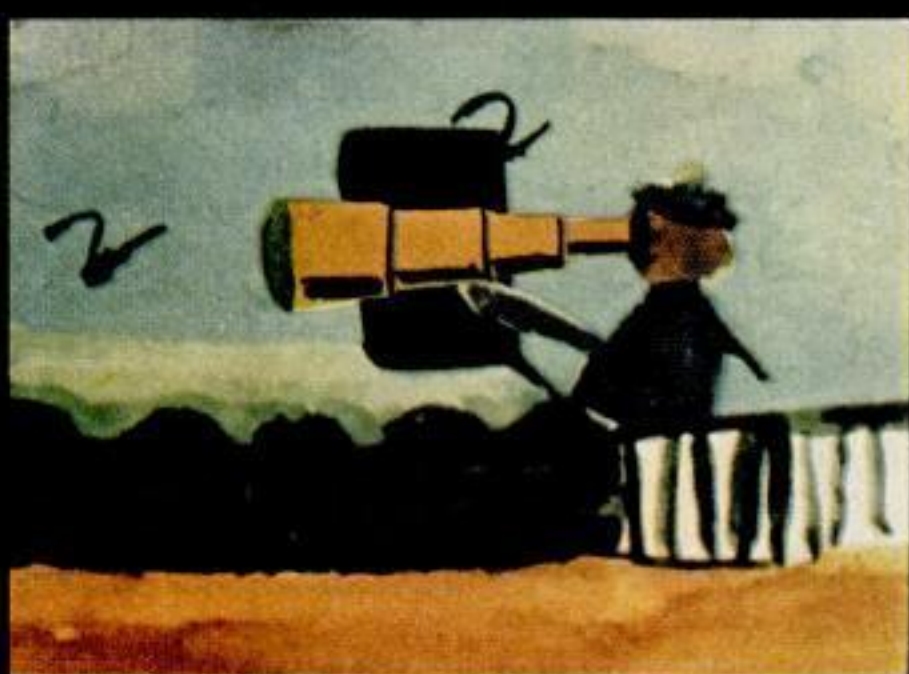
**CAST AWAY ON A DESERT ISLAND** after being washed ashore by a kindly blue wave, the boys quickly recover, somehow manage to build a fire to dry themselves out and then a log cabin. The next day while looking

for food they are accosted by a muddy-colored bear. With great presence of mind Martin climbs high up a tree and with a heretofore hidden homemade hatchet he quickly chops through the biggest limb he can find. The



**THE DEADLY PERILS CONTINUE** but the boys, hardly able at first to face their plight, soon regain their aplomb and look about quickly for an avenue of escape. One means instantly presents itself. They pull the

skin of their recently cooked bear over them and start to sneak stealthily away. But the cannibals, who in this sequence have turned into red Indians, soon see through this dodge, capture the two boys and drag them



**RESCUE AND HOMECOMING** wind up the adventures of Martin and Gaston. As the battleship captain through his high-powered telescope scans the island, he sees a group of wild savages cavorting in a sinister dance

and the boys themselves trussed up in preparation for execution and eventual ingestion. The captain puts over a speedy boat, which not only races across to the island but shoots right up on the beach. The brave marines

# Martin and Gaston

## FRENCH SCHOOLKIDS DRAW THEIR OWN MOVIE

The trend in movie cartoons nowadays is away from detailed realism and toward childlike simplicity and style. Talented animators who once specialized in making everything from tugboats to tubas look lifelike are now in some cases even trying to draw like 6-year-olds. The





captain, who has tried in vain to ride out the storm, finally gives it up and blows a small horn giving the order to abandon ship. Apparently powerless to launch lifeboats, members of the crew dive one by one off the

ship's bowsprit and disappear in the waves. Martin and Gaston, both wearing expressions of horror, bob to the surface after diving and begin to swim for their lives, as fan-shaped white spray rises and falls around them.



limb falls directly on the bear and kills him instantly. In no time at all the boys skin the beast and roast him on a spit over gay, russet cutout flames. But while they are dining a grinning, savage face leers out from

behind a tree, disappears just as suddenly, then reappears, followed by others just as horrible. It turns out the island is inhabited by a tribe of dangerous and confirmed cannibals and the boys are worse off than ever.



into their wigwam village. Meanwhile the other Indians, who have now turned back into cannibals, have started their own cooking fire and put a huge pot on to boil. The cannibal cook sharpens his two huge knives in

preparation for the feast, but his complacent smile is a bit premature, for on the horizon a French ship, its foredeck crowded with marines, is discovered sailing past the island where the two castaways are held captive.



rush to the banquet scene, where Martin and Gaston, tied to stakes, have been trying to dodge axes and arrows tossed at them. In a series of orderly bursts of golf-ball-like bullets the marines drive the cannibals off,

release the boys and carry them back to the ship. Once aboard, they are treated to a display of jumping whales but finally arrive home where they are welcomed by huge crowds shouting, "Vive Martin et Gaston!"

logical culmination of this trend is a gay little French film cartoon now being released here called *Martin and Gaston*, in which the drawing is really done by little children.

The artists are pupils of the Ville d'Avray School near Paris who, following their own

script, turned out the vast numbers of paintings necessary for animating even a short film. The result, photographed by adults, was a major attraction for six months in a Paris bistro whose blasé patrons nightly followed the grim adventures of the two little castaways shown

above. There it was discovered by oldtime silent movie actor George K. Arthur, who had *Martin and Gaston* reprinted in Eastman color, gave it a new sound track and brought the finished product to America for the edification of youngsters, adults and frustrated animators.

CONTINUED ON NEXT PAGE



## Give your cooking a Southern accent—serve **PLANTATION HAM DINNER**

It's lots easier than it looks  
—with today's marvelous canned foods!

**I**N THE days of the Old South, a fancy, full-course meal like this took *hours* to put together.

Today, *you* can do it in minutes, because all the major ingredients come in cans—modern Canco cans, made by American Can Company.

Tender ham (no waste or shrinkage!), golden “sweets,” garden spinach, citrus juices—for each of these (and hundreds of other products) American Can designs and makes a *perfect* can.

Take shrimp. Not too many years ago, no one knew how to pack them so they'd keep their luscious pink color and delicate taste. Canco experts solved the problem by inventing a special enamel lining for the cans—so today you get canned shrimp so good it's hard to tell them from fresh (except they're easier to serve, of course).

This is one of *many* ways that American Can Company helps you enjoy today's finest foods in their most convenient, thrifty form. Try the meal shown here. Give your guests a taste of Southern hospitality—the easy, modern way!

# American Can Company

*Containers to help people live better*



The American Can Company not only makes containers for America's finest foods; it also helps develop canning processes that bring you these foods with full flavor and with even *more* vitamins than you often get in “fresh-bought” varieties.



**CANCO** Registered Trademark of the American Can Company, N. Y., N. Y.





### *Plantation Ham Dinner*

Shrimp Cocktail      Piquant Tomato Sauce  
 Plantation Baked Ham with Spicy Cherries  
 Glazed Sweet Potatoes      Spinach Supreme  
 Tossed Green Salad  
 Honey-Pecan Biscuits  
 Lemonade Cream Sherbet  
 Milk      Coffee

### SHRIMP COCKTAIL

Drain 1 can (5 or 7 oz.) shrimp; de-vein, if needed. Chill. Top with sauce made from 1 can (8 oz.) tomato sauce, 1 teaspoon horse-radish, 1/2 teaspoon sugar, 1/4 teaspoon salt.

### PLANTATION BAKED HAM

Remove 3- to 4-lb. ham from can. Place, fat side up, on rack in shallow baking pan. Combine 1/2 cup brown sugar and 1/2 cup honey; spoon over ham. Bake in slow oven (325°F.) 15 min. per lb., basting occasionally. Note: Canned hams range from 1 1/2 to 15 3/4 lbs.

### SPICY CHERRY SAUCE

1 1/2 tablespoons cornstarch  
 1/4 cup sugar  
 1/4 teaspoon allspice  
 1/4 teaspoon ground cloves  
 1 can (1 lb. 4 oz.) red sour pitted cherries

Combine dry ingredients in small saucepan. Gradually stir in juice drained from cherries. Cook until thickened and clear, stirring constantly. Add cherries. Spoon over ham.

### GLAZED SWEET POTATOES

Combine in medium frying pan 1/2 cup brown sugar, firmly packed; 1/3 cup water; 1 tablespoon butter or margarine, 1/4 teaspoon salt; simmer 5 min. Add 1 can (1 lb. 7 oz.) sweet potatoes. Simmer 10 min., turning potatoes often.

### SPINACH SUPREME

Using sieve, drain liquid from 1 can (1 lb. 4 oz.) chopped spinach into saucepan. Boil quickly to reduce to about 1/4 cup. Add 1/4 cup cream or evaporated milk, 1/4 teaspoon each salt and ground nutmeg, and spinach. Heat, stirring carefully. Serve with croutons browned in garlic butter.

### HONEY-PECAN BISCUITS

Blend 1/4 cup honey and 1/2 teaspoon cinnamon; divide among 10 greased muffin cups. Put 3 canned pecan halves in each. Open 1 container refrigerated prepared biscuits; place one in each cup. Bake according to label directions.

### LEMONADE CREAM SHERBET

1 envelope unflavored gelatin  
 1/3 cup cold water  
 1 can (6 oz.) frozen concentrated lemonade  
 2 cups milk  
 1/4 cup sugar  
 1/2 pt. heavy cream, whipped  
 Few drops yellow food coloring

Sprinkle gelatin over cold water; let stand 5 minutes; dissolve over boiling water. Combine lemonade concentrate, milk, sugar and dissolved gelatin; beat well. Pour into refrigerator tray; freeze until partially firm. Turn into chilled bowl; beat well. Add whipped cream and food coloring; beat well. Return to tray; freeze until firm, stirring occasionally. *For other flavors, use frozen concentrated limeade, orange or pineapple juice.*

### GOOD HOT COFFEE

Brew it your favorite way—make it *extra-good* by using the full-flavored coffee you get in vacuum cans.

**These recipes serve 4.** You may use can weights that vary slightly from those given here. Recipes were developed in Test Kitchens of the American Can Co.

**Important note:** Whenever you do not use a full can of food . . . cover and keep the remainder in the refrigerator *right in the can*. It's safe—and it's sensible!

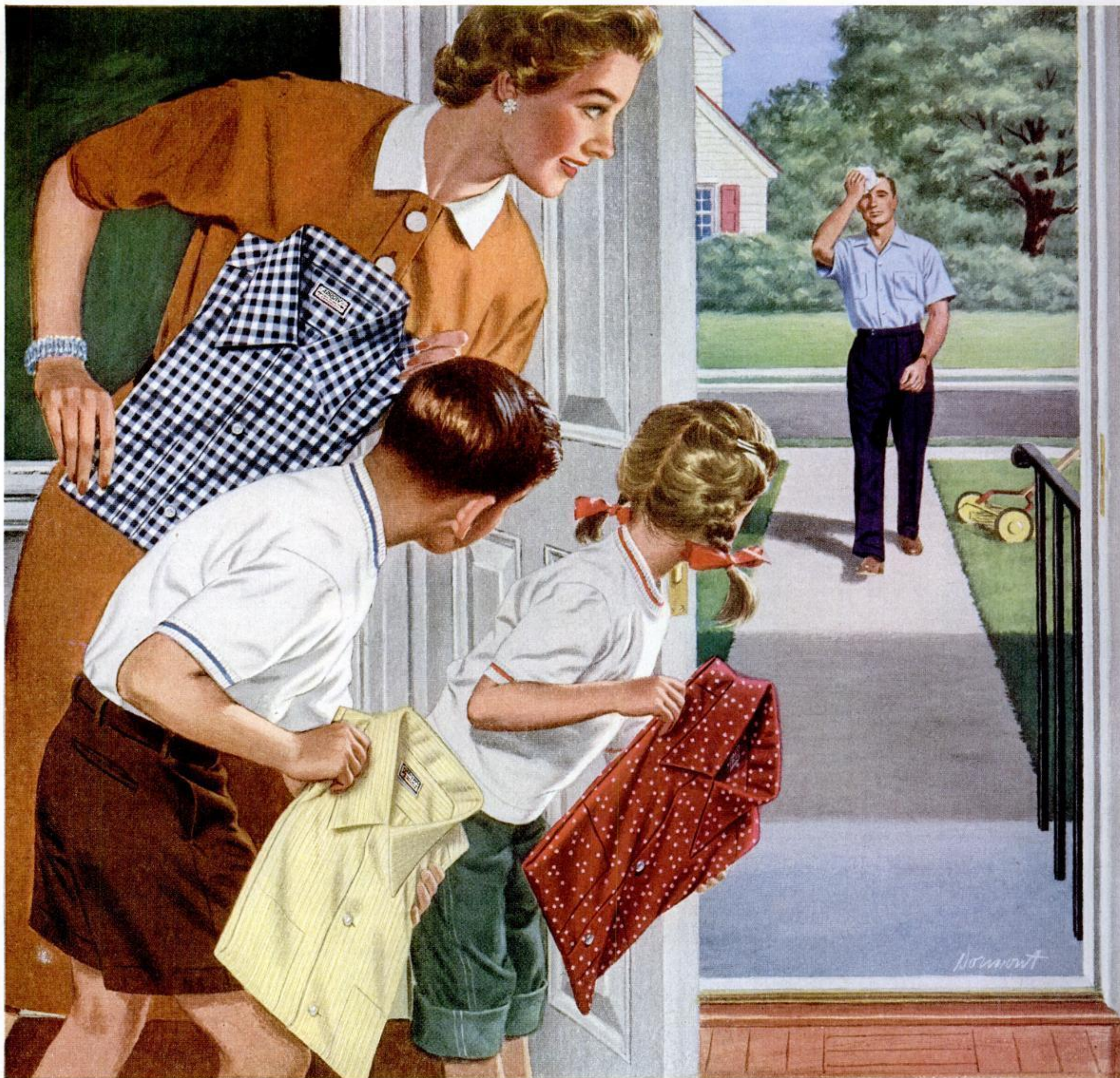
**New! Send for "Quick Trick Cookery"!**

48 pages of menus, recipes; illustrated in color. Mail 15¢ to American Can Company Test Kitchens, Box 259, New York 46, N. Y.; or in Canada, Box 130, Hamilton, Ont.



One of a series of favorite American meals brought to you by the American Can Company.





## *How to make Father pop... with pride!*

SURPRISE HIM with some of the handsomest, best-looking sport shirts he's ever seen. Best of all, they're made of super-cool, handkerchief-weight cottons which will admit every peewee breeze that blows.

Take your pick of whites, man-sized checks, cool-looking solid colors, and plain colors, with small, neat patterns. Every shirt colorfast and "Sanforized," plus the famous Arafold collar for new smartness and comfort. \$3.95.

CABANA SET—for dad's loafing, puttering or beaching, give him this fine, functional outfit of tissue-weight voile. Cool? Like a salad! \$7.95.

Father's Day, June 20

# ARROW

## CASUAL WEAR

by Cluett, Peabody & Co., Inc.





## CLASSROOM TO CAFE



IN CLASSROOM where students made *Martin and Gaston* paintings Teacher Nicolette Lahalle, who supervised work, watches new student copy boat.



NEOPHYTE ARTISTS, in this year's class, learn visual expression by recreating two scenes from cartoon. Drawings depict shipwreck and beach fire.



IN PARIS CAFE, the *Rose-Rouge*, patrons filled seats to watch 12-minute film. It is now being shown in a New York theater with English narration.

# Bet you cut your toe-nails wrong!

Ask your chiropodist, doctor or pediatrician. Nine out of ten people cut the corners of their toe-nails. This incorrect trimming is the major cause of ingrown toe-nails and often leads to serious foot disorders.



This way is **WRONG**



This way is **RIGHT**

**Never round toe-nails at the corners** — for two reasons. (1) — Nails grow back most quickly where they are cut. (2) — When the nail is longest at the center, the pressure on the toe forces the whole nail back and into the flesh at the sides. Rounding your nails invites ingrown toe-nails.

**Always trim them straight across** with a slight dip in the center. Then nails will grow straight as nature intended them to grow. Now when your toes slide forward in the shoe, there is no undue pressure on the nail. This is the way TRIM TOE-NAIL CLIPPER automatically shapes and trims toe-nails.

## **TRIM** Cuts Your Toe-Nails Right (NOT LIKE FINGER-NAILS)

Now — at last — the first, safe, easy-to-use Toe-Nail Clipper

There has never been anything like it. TRIM's exclusive "chiropedic" cutting edge is shaped just the opposite of a finger-nail clipper. With one snip, it automatically cuts even the thickest nails correctly, smoothly.



TRIM helps avoid nylon snags. Cutting toe-nails the right way stops the pressure of pointed nails against your hose. After you trim your nails, smooth them with the TRIM toe-nail file, attached to the clipper.

Until now, you had to pay from \$2.50 to \$6.50 for an instrument to cut toe-nails, but not correctly! Now TRIM does it safer, faster and correctly at a price the family can afford.

**\$100**  
no Fed. tax



A twist, and TRIM opens — locks into place for complete safety. Easy to use with either hand. Serves the entire family — lasts for life!

At Stores Everywhere  
Backed by  
**UNCONDITIONAL GUARANTEE**

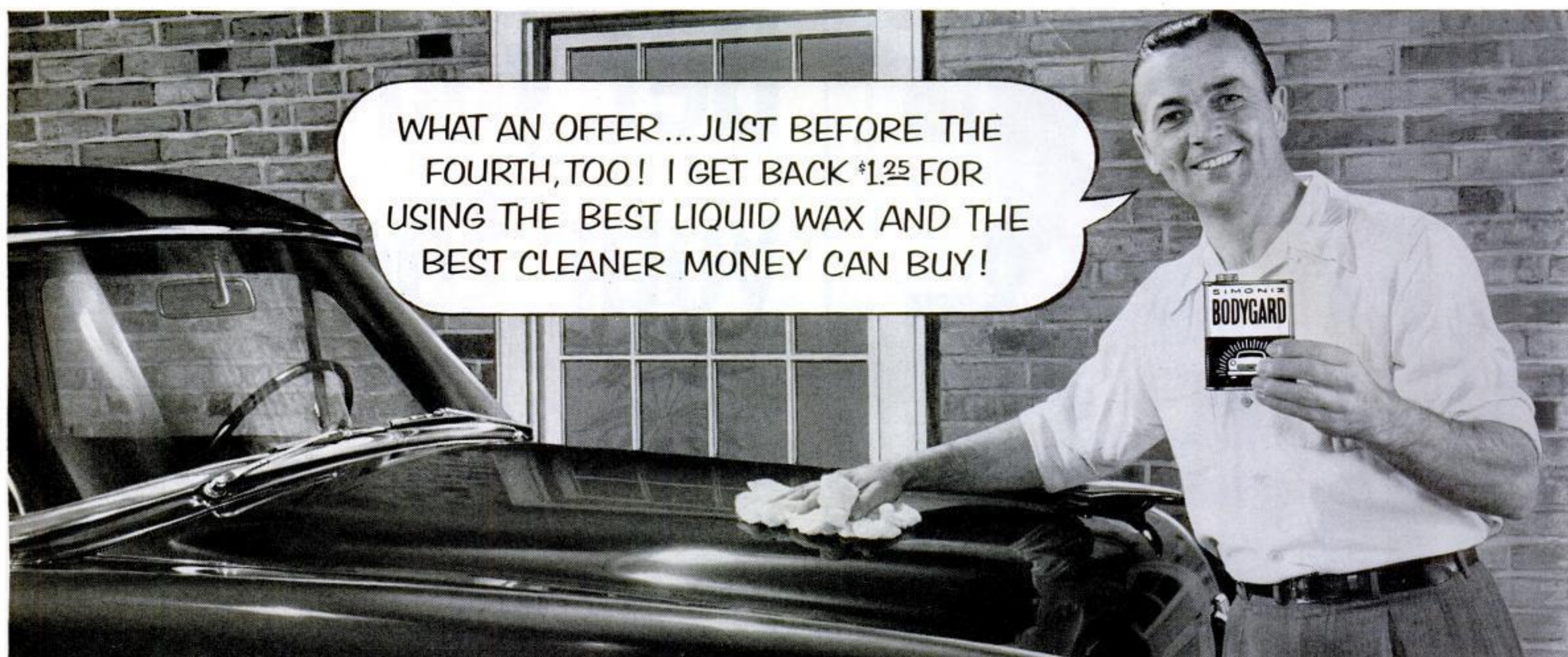
**TRIM**  
TOE-NAIL CLIPPER

Only clipper with the Chiropedic\* cutting edge.

\*pat. pending

Mfd. by The W. E. Bassett Co., Derby, Conn. © World's largest manufacturers of precision nail cutting instruments — TRIM FINGER-NAIL CLIPPERS AND TRIM FINGER-NAIL FILES





# WE PAY YOU \$1.25

## LOOK AT THESE OTHER SIMONIZ 4TH OF JULY SPECIALS!



ONLY  
75¢  
12 OZ.

### SIMONIZ LIQUID WHITESIDE TIRE CLEANER

Just the thing to keep those white-wall tires looking spick 'n span! It's new, easy to use. No better side-wall whitener on the market! Designed especially to help keep white-walls as clean and white as the day you bought them. Contains no bleaches or ingredients injurious to rubber.

### SIMONIZ AMAZING E-Z-2 CHROME AND METAL CLEANER

Quickly and easily removes dirt, discoloration and rust from chrome trim. Brings back that "like new" look! Nonabrasive. Handy for home use, too. Restores original beauty to nickel, copper, brass and other metals.



ONLY  
50¢  
8 OZ.



### FAST WORKING SIMONIZ TARGO TAR SOLVENT

Quickly cuts and removes tar or road oil. Even tough deposits wipe off easily with easy-to-apply TARGO. Harmless to your car finish.

AT ALL SERVICE STATIONS, AUTO SUPPLY, GROCERY, VARIETY, AND HARDWARE STORES.

ONLY  
75¢  
8 OZ.

## TO TRY NEW BODYGARD CAR WAX AND SIMONIZ LIQUID KLEENER...

Try this new liquid wipe-on wax that protects your car with a rock-hard finish... nine times longer than skimpy-shine polishes.

**Bodygard protects like a paste wax**—guards your car's valuable finish with a new combination of tough wax and hardening agents—made possible by Simoniz know-how.

**Easy—wipes on like any liquid.** None of the drawbacks of paste wax with liquid Bodygard! Just wipe it on with a saturated cloth—then it dries to a rock-hard finish.

**Be sure to clean your car first with Simoniz Liquid Kleener.** You can't shine dirt—that's why using a cleaner first is a must. Simoniz Liquid Kleener is quick, easy.

### Here's how to get your \$1.25 refund

1. Buy Simoniz Bodygard Car Wax and Simoniz Liquid Kleener today. Write us a letter of 25 words or more telling why you like these two products. Include the names and addresses of 3 friends to whom you recommended Bodygard and Simoniz Liquid Kleener.

2. Mail your letter, and cap liners from both Bodygard and Simoniz Liquid Kleener to Simoniz Company, P.O. Box 6510, Chicago 80, Ill. We'll send you \$1.25 in cash. Offer expires July 31, 1954. Only one payment per family. Prompt attention will

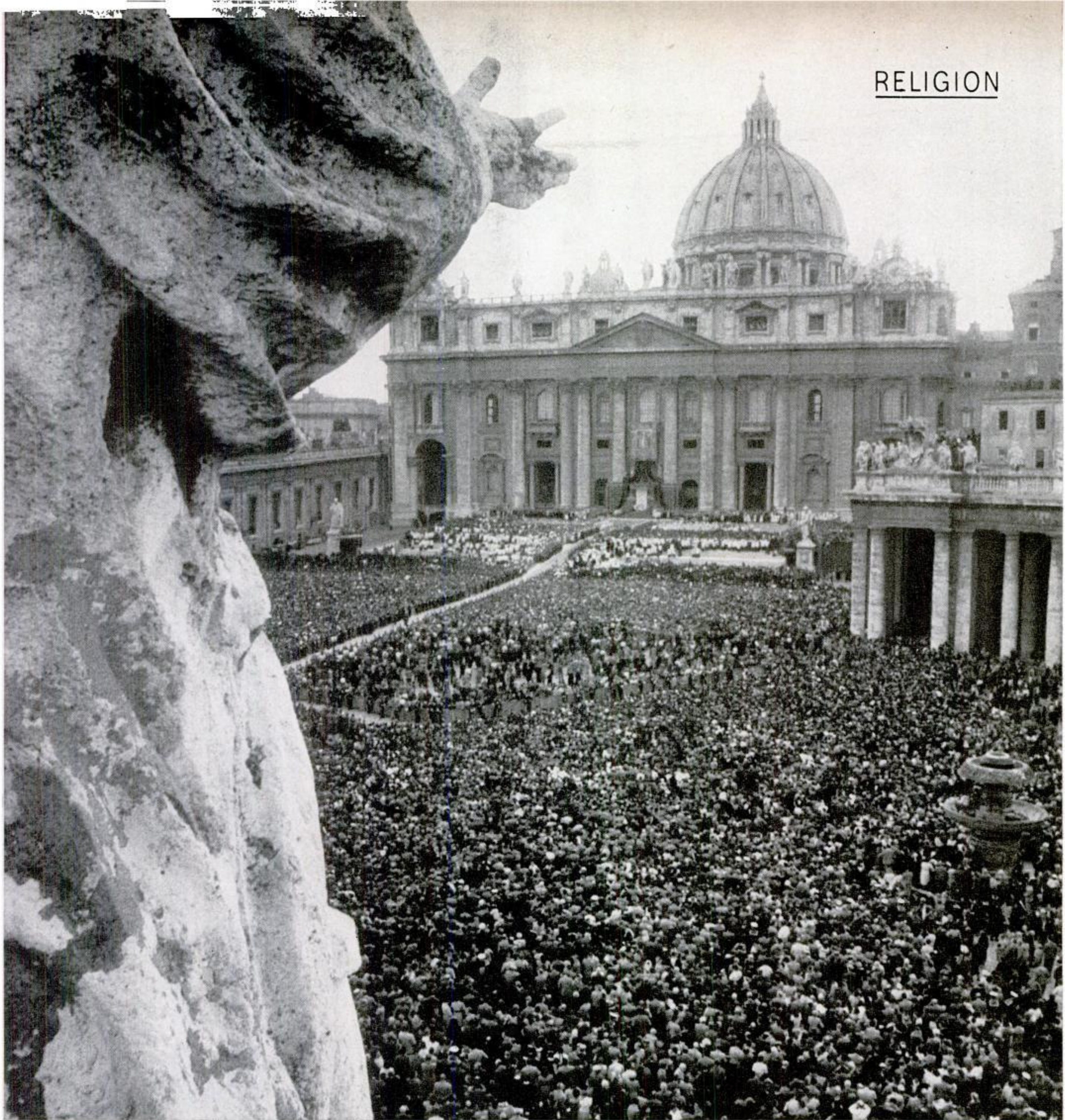


be given your letter, but please allow up to 30 days for handling.

Offer good only in Continental U. S. A.

Bodygard, new liquid car wax by SIMONIZ





HAND OF STATUE OF AN EARLY SAINT STRETCHES OVER HALF-MILLION PILGRIMS IN ST. PETER'S SQUARE TOWARD THE POPE'S THRONE 1,000 FEET AWAY

## PIUS XII PROCLAIMS PIUS X A SAINT



1952 MIRACLE depicted in tapestry came when an ill nun prayed to Pius X.

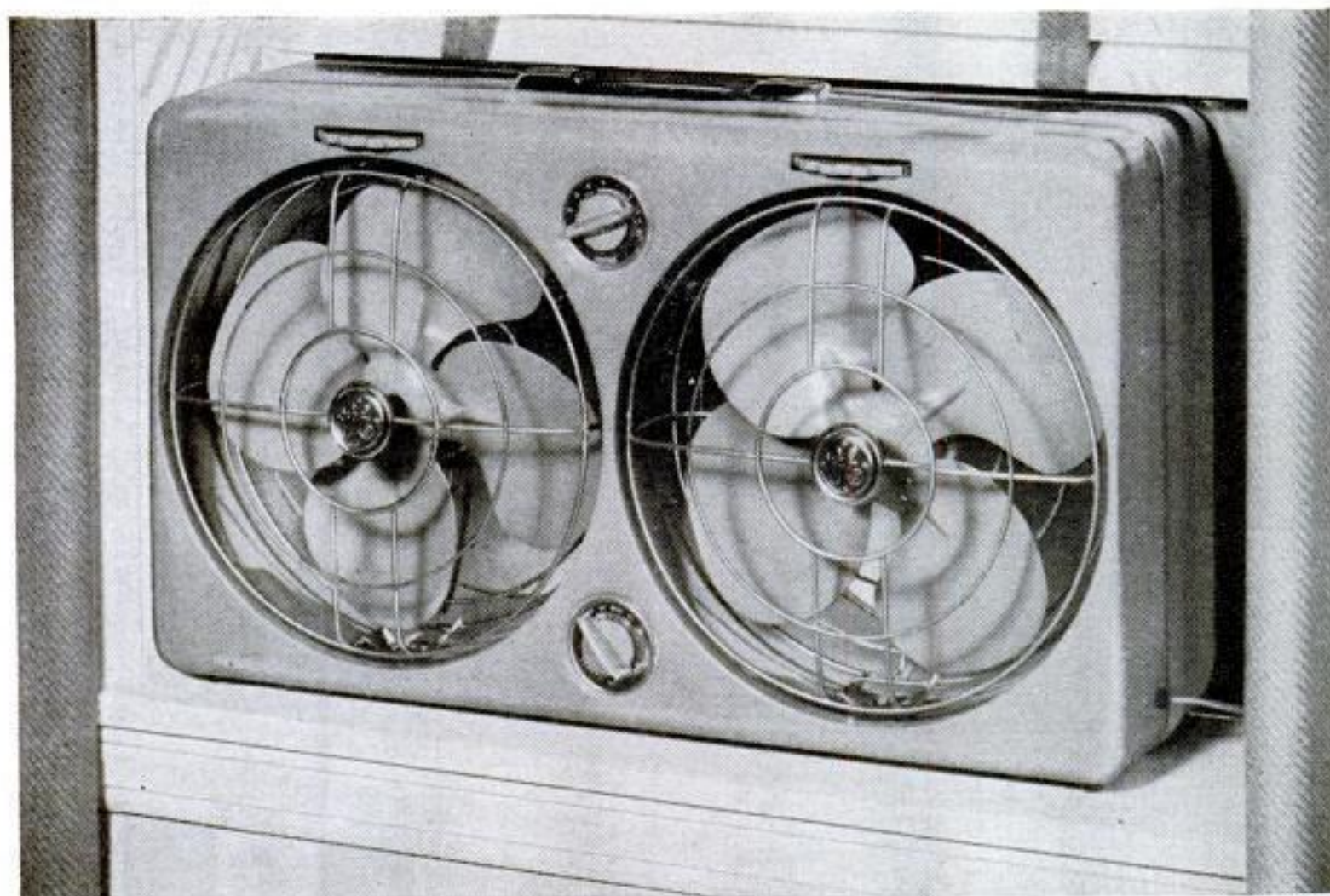
### Rare outdoor ritual canonizes cobbler's son

Hushed before the exalted ritual and hot under the bright Roman sky, 500,000 pilgrims packed into the vast sweep of St. Peter's Square last week to witness the canonization of Giuseppe Sarto, the cobbler's son who died as Pope Pius X in 1914 (LIFE, May 31). It was the first canonization of a Pope in 242 years and the first ever held outdoors. Within the enormous cathedral lay his preserved body; above it hung tapestries depicting the new saint's miracles of healing. Outside, living evidence of one miracle (*right*) sat in the huge throng as Pope Pius XII, heralded by choirs and escorted by his Noble Guards, was borne slowly to the cathedral steps. There Pius XII eulogized Pius X for having urged a union of faith and science when many theologians believed it no longer possible. Then, in ornate ceremonial Latin, he proclaimed the canonization of St. Pius—"The saint," he declared, "Providence presents to our era."



BENEFICIARY of the miracle, cured nun Maria Scorgia, attends ceremony.





# New low-cost room cooling!



## AUTOMATIC TWIN-FAN VENTILATOR

only \$74.95\*

### It's automatic!

Set "Fantrol" dial for temperature liked best. Fan turns itself on and off automatically as temperature rises or drops!

### Cools whole room!

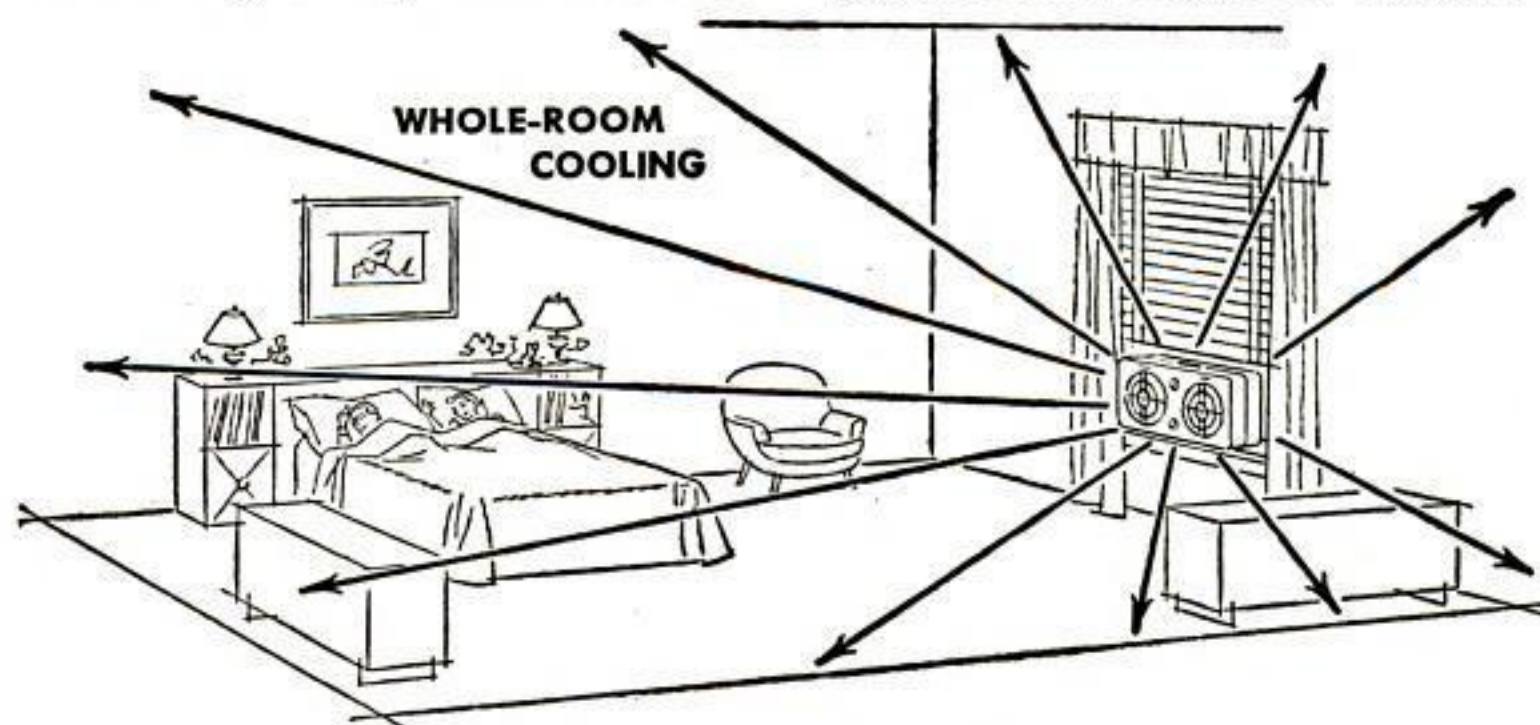
Both fans can be reversed, together or individually. Blow stuffy air out—draw cool air in. Can actually lower the temperature of an entire room! It's the truly low-cost way to keep comfortable. And

remember, no installation fees, either.

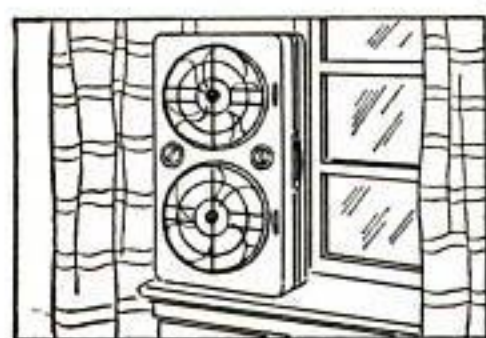
### Immediate replacement warranty!

Because G-E Fans are so dependable—G. E. actually dares give this full-year warranty. Show your dealer any defect, and he'll give you a new fan—on the spot! G-E Fans as low as \$17.95.

\*Manufacturer's recommended retail or Fair Trade price. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.



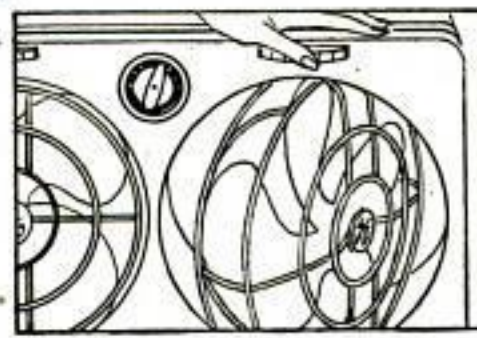
### THREE BIG ADVANTAGES!



Fits casement windows, too!



Portable as a suitcase!

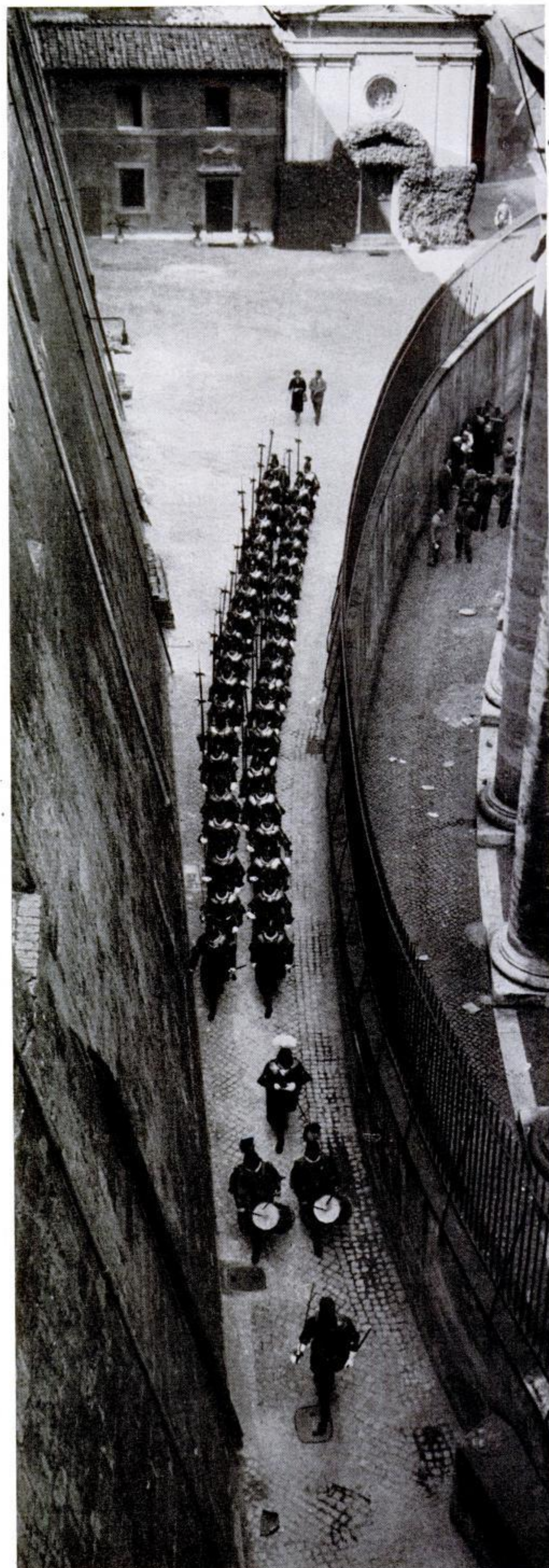


Both fans reversible!

More people use G-E Fans than any other brand.

# GENERAL ELECTRIC

Pius X a Saint CONTINUED



THE SWISS GUARDS, in 16th Century garb and carrying halberds, march through tiny Vatican alley round rear of basilica on way to St. Peter's Square.

CONTINUED ON PAGE 72





## A tired nurse takes a "Coffee-break"

A surgeon's eyes, signalling. A tray of shining instruments. A nurse's hand, responding to each brief command. Soon, the anxious hour passes. Her mask comes down, revealing the solemn lines of strain. Then somebody says: "*Wouldn't you like a cup of coffee?*" — and the lines become a smile. Coffee! Who doesn't know what satisfaction it brings? A cup so cheerful, a lift so welcome, a taste so good that nothing takes its place.

Coffee! Hearty, friendly, bracing, any hour of the day. During *your* day, too, "wouldn't you like a cup of coffee"? So much pleasure—for only pennies a cup. At home, and on the job, enjoy coffee often—and make coffee *right*. Use 2 level tablespoons (or 1 Standard Coffee Measure) for every cup. Give yourself a "Coffee-break"! Think better, work better, feel better.

PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, N. Y.

© 1954

*There is nothing so satisfying as a cup of good coffee*





**Takes you farther than  
ever before!**

Model 3BX671,  
\$139.95

# New **RCA VICTOR** "Strato-World" 7-band portable radio

**Powered to pick up the world!** The new RCA Victor "Strato-World" tunes in Europe, Africa, Asia—at the twist of a dial! You get 3 built-in antennas, electrical band spread tuning, famous "Golden Throat" tone. AC, DC or battery. See it—hear it—at your RCA Victor dealer's.



**Tiny, tuneful and terrific**—the Super "Personal" portable radio is only 6" high! Model 2B400, only \$29.95.

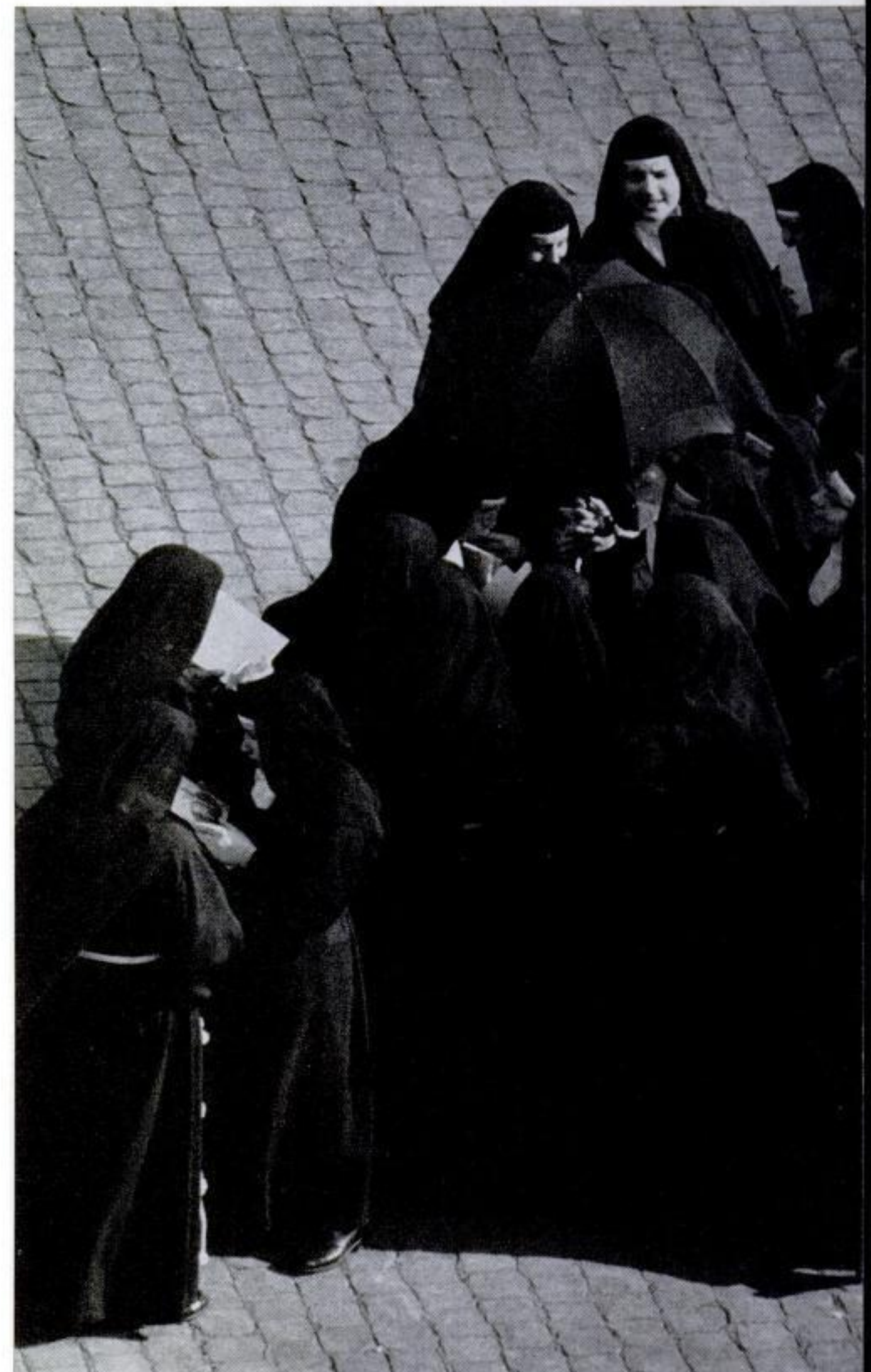


**Powerful, new 3-way portable** radio, the Yachtsman plays instantly on AC, DC or battery. Model 3BX51, \$34.95.

Only RCA Victor has the  
**"Pick of the Portables"**



Hear Phil Harris and Alice Faye over NBC-Radio Tmks. © RADIO CORPORATION OF AMERICA  
Suggested list prices shown do not include batteries, and are subject to change without notice. Slightly higher in far West and South.



**GERMAN NUNS** who came to Rome gather around lucky sisters with newly minted St. Pius medals.



**YOUNG STUDENT** climbs on friends' shoulders at crowd's edge to get better view of Pope's progress.





**PLEASED PONTIFF**, Pius XII, smiling at the crowd's "Viva il Papa," is borne to St. Peter's steps.



**KNEELING PILGRIMS** pay homage to the Pope as he passes. One third came from outside Italy.

CONTINUED ON NEXT PAGE

**Brings you nearer than ever before!**

Table Model 3HES5, \$139.95

## New **RCA VICTOR** High Fidelity "Victrola" phonograph

**Actually doubles the realism** of recorded music—for only RCA Victor High Fidelity has the famous "Olson-design" curvilinear speaker and "Golden Throat" High Fidelity Sound. Another "extra": separate bass and treble controls! Hear this superb phonograph at your RCA Victor dealer's.



**High Fidelity "Victrola" Console Phonograph.** Mahogany or walnut finish (oak extra). 3HS6, \$275. Table model, above, in mahogany finish (oak extra).



**Companion speakers** add depth to music. In finishes to match both models. With 8" speaker, \$69.95; 12" speaker, \$89.50.

Only RCA Victor makes the **"Victrola"** 

See the RCA Victor Show starring Dennis Day over NBC-TV. Tmks. ® RADIO CORPORATION OF AMERICA  
Suggested list prices shown, subject to change without notice. Slightly higher in far West and South.



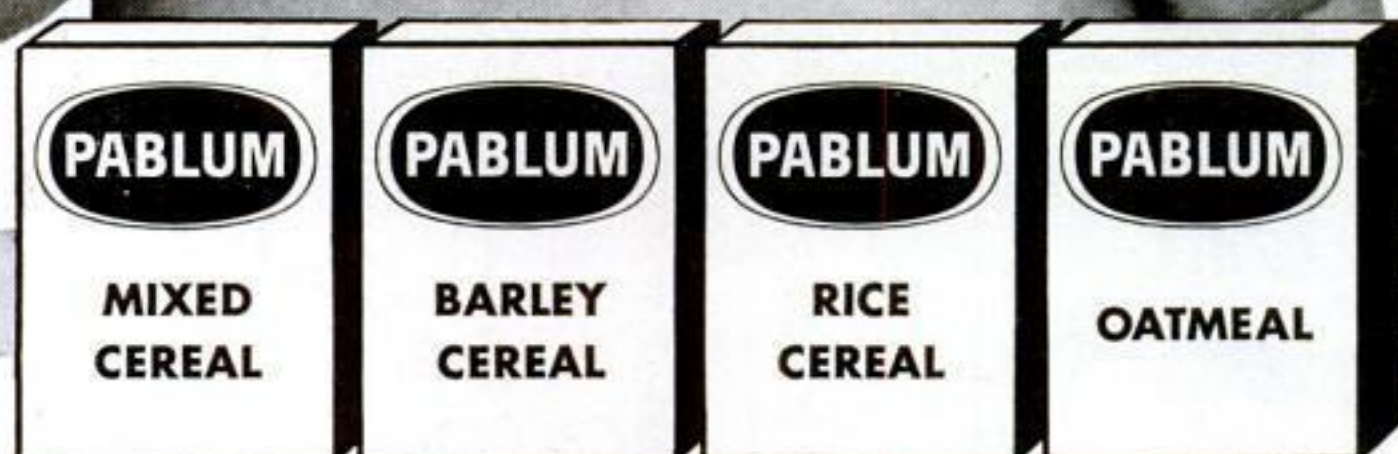
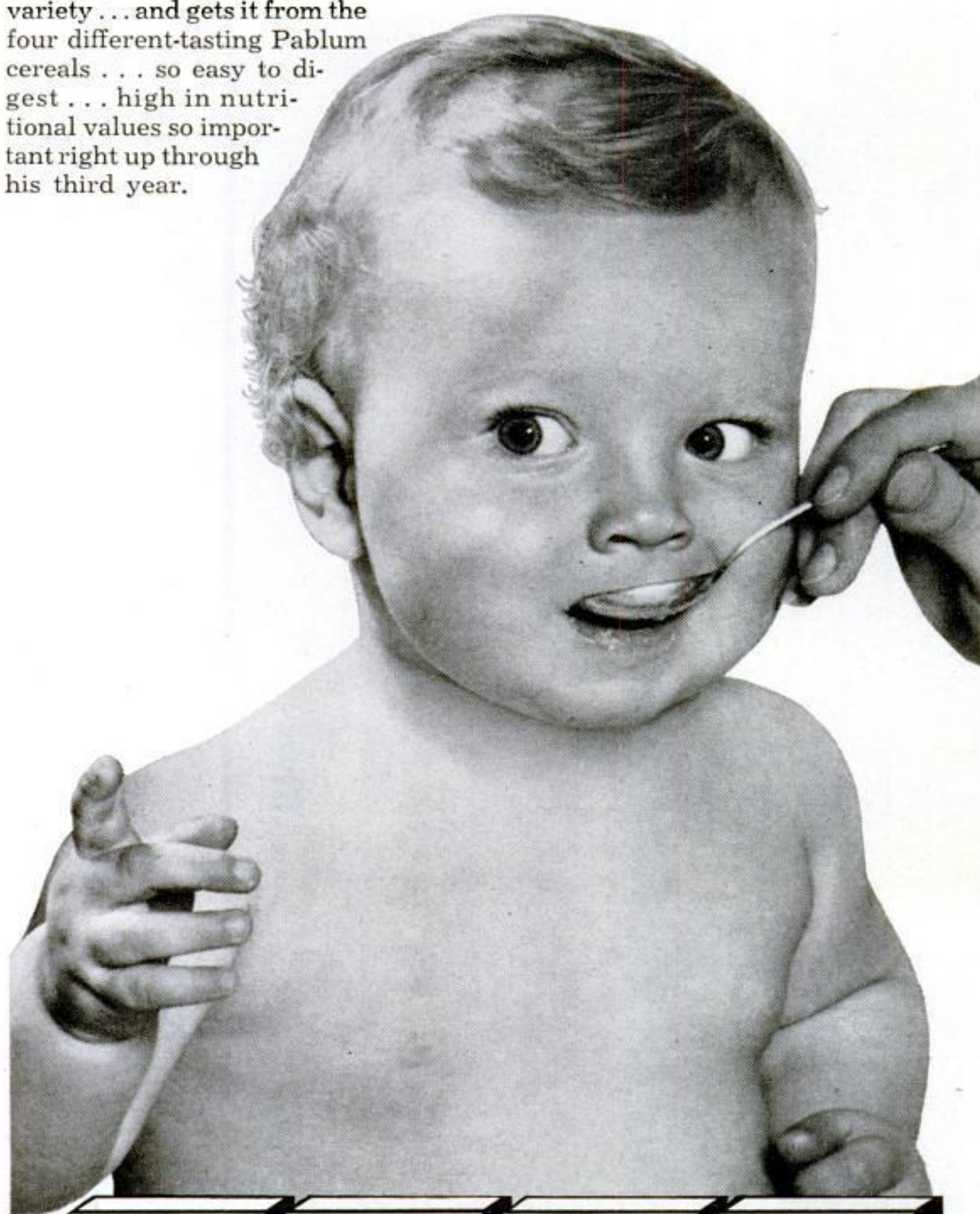
Best for honeys like you—  
ever since  
Mother was  
a baby, too!



Asleep now, but soon his growing appetite will be demanding attention. He craves variety . . . and gets it from the four different-tasting Pablum cereals . . . so easy to digest . . . high in nutritional values so important right up through his third year.



No one knows better than your doctor the many problems mother faces in keeping baby strong and healthy. Visit him regularly with baby. And remember, too, the importance of feeding baby a cereal prepared just for him. Pablum cereals are the products of a company specializing in formula, vitamin, cereal, and pharmaceutical products for infants, children and adults.



4 varieties at your druggist's or grocer's

Pablum® is the original pre-cooked cereal made only by Mead Johnson & Company, world famous for nutritional and pharmaceutical products.

MEAD

Pius X a Saint CONTINUED



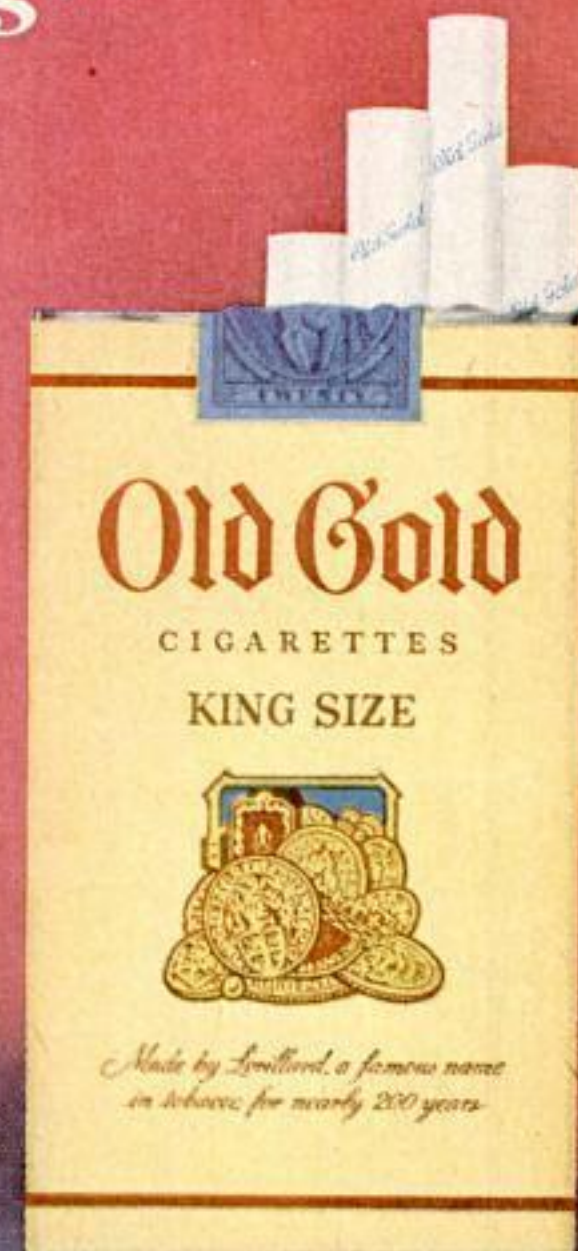
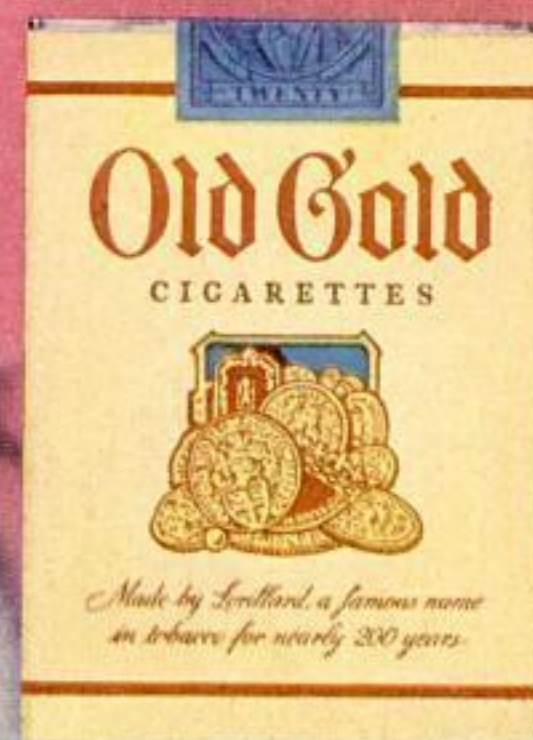
**BODY OF ST. PIUS** lies in St. Mary Major Church for week of veneration. Glass casket was carried three miles from St. Peter's in a great procession.



**KNIGHTS OF MALTA** wearing elaborate full-dress uniform hold special Mass for St. Pius in St. Mary Major Church two days after the canonization.



“Don't let 'em pull the wool over your eyes...  
Enjoy the relaxing pleasure of  
**Old Gold's** fine and friendly tobaccos”



ENJOY A TREAT  
INSTEAD OF  
A TREATMENT!

If you're in the dark about cigarette *claims*, today is the day to turn to Old Golds and take comfort in this *fact*:

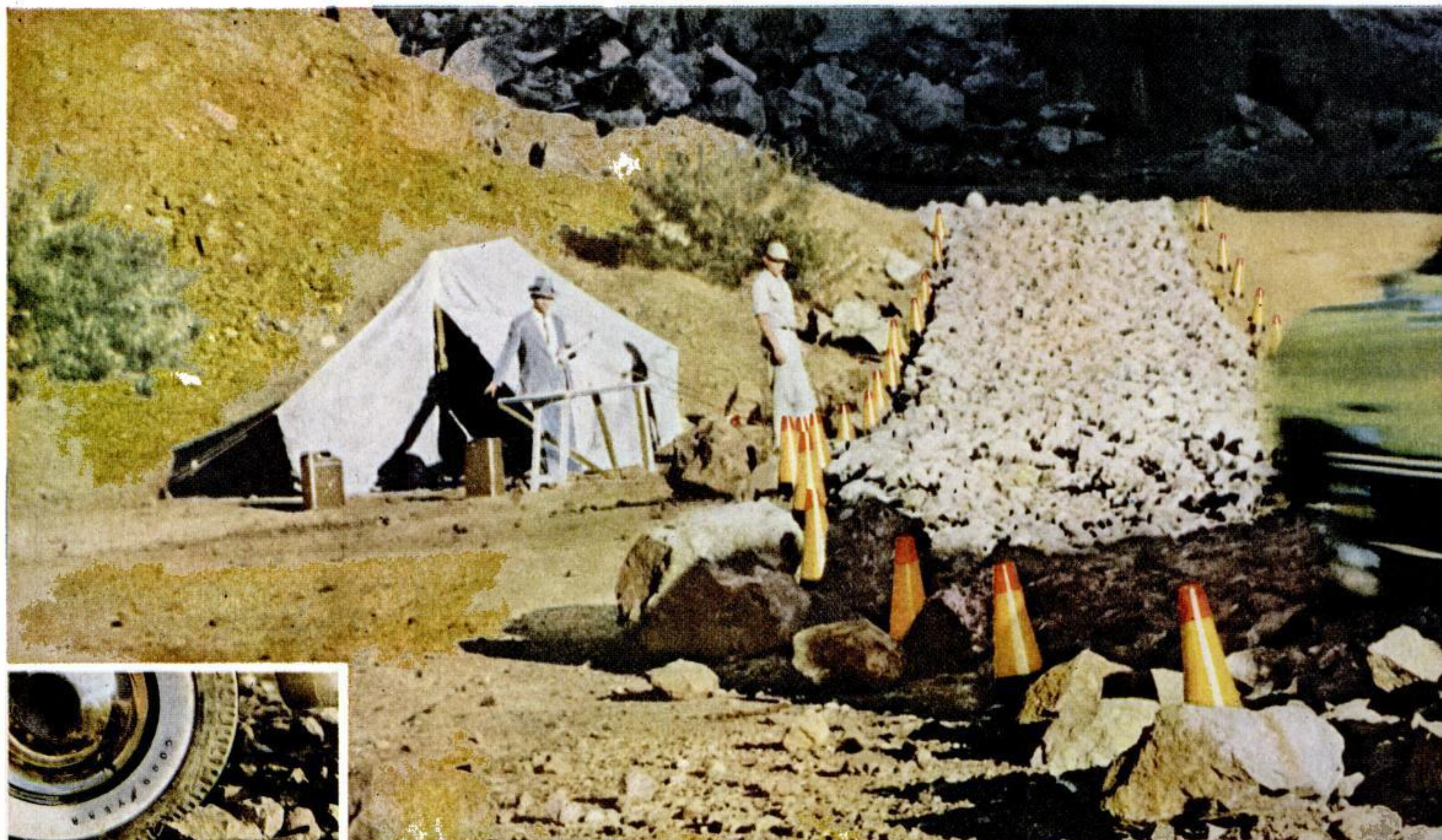
Ever since 1760 the makers of Old Golds have provided millions and millions of people with the carefree pleasure of fine and friendly tobaccos—that's almost 200 years of honest and respected tobacco craftsmanship!

In both king size and regular . . . Old Gold is a name you can trust . . . a treat you can trust.



# 1954 ALL-NYLON CORD SUPER-CUSHION

## runs on test road of jagged



Close-up above shows just one of the punishing blows these tires took!

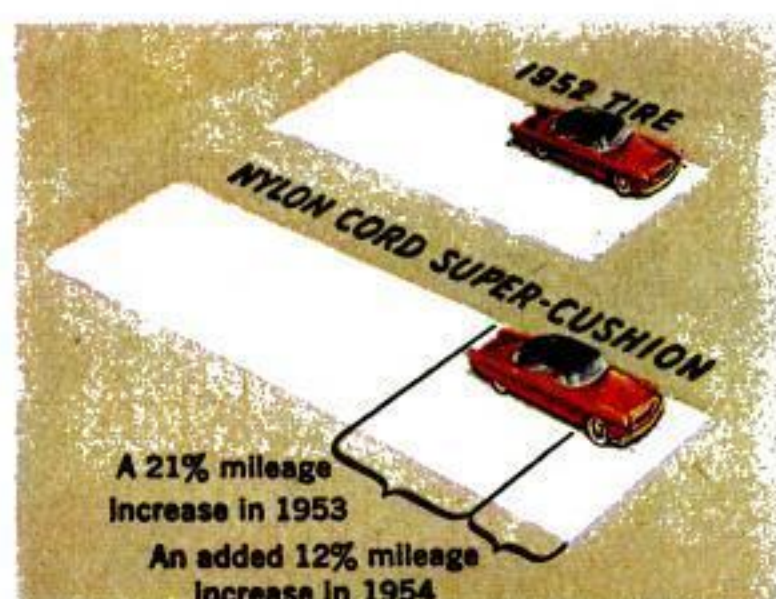
**You never know** when you might hit a large sharp rock on the road—like one of those above. So we took this common road hazard and multiplied it *thousands* of times, made a road of jagged rocks to give these new 1954 All-Nylon Cord Super-Cushions some *real* punishment

that your tires would probably never be subjected to. The test driver said he'd never taken such a beating (and doubted if *any* tires had)! Over 1,000 times, these All-Nylon Cord Super-Cushions made the torture run. What happened? Nothing! When these All-Nylon Cord

### Now up to $\frac{1}{3}$ more mileage!

Just last year, Goodyear's new tread-rubber development added a whopping 21% mileage increase. Now, the new, flatter tread of the new 1954 All-Nylon Cord Super-Cushions gives you up to 12% *more* mileage.

Together they total almost  $\frac{1}{3}$  more mileage than most motorists have ever experienced before! And that means money in your pocket in decreased driving costs.



### New tread gives quieter ride! 15% greater traction!

Squealing on turns has been practically eliminated by Goodyear's new anti-vibration tread design. And this new tread has 1806 inches of nonskid edges, 880 deep-cut safety-slots for 15% greater skid resistance.

You'll get quicker, safer stops, better skid protection with this new, improved tire.



**MORE PEOPLE RIDE ON GOODYEAR TIRES  
THAN ON ANY OTHER KIND!**

**GOODYEAR**

See TV's Great Dramatic Show, "The Goodyear TV Playhouse," Alternate Sunday Evenings, NBC-TV.



**SHOCKS like 1,000 punishing  
it a cord broken!**



Super-Cushions were removed and thoroughly examined, not a broken cord was found; any nicks and cuts in the tire treads were superficial. This is the kind of strength and stamina you need for real protection against impact blowouts.

### **There's a big difference in Nylon cord! Only Goodyear has Triple-Tempered 3-T Nylon!**

Nylon is the best tire cord—if the stretch can be controlled! But, unless properly pre-conditioned, Nylon stretches under tension.

To control the stretch in Nylon, Goodyear has developed an exclusive triple-tempering process involving Tension, Temperature and Time. The result—Goodyear's exclusive Triple-Tempered 3-T Nylon Cord.

Only Goodyear has been able to produce a

Nylon cord that is fully controlled at its point of maximum strength and resiliency.

Be sure your Nylon cord tires are made with Triple-Tempered 3-T Nylon Cord—and that means Goodyear.

**Don't wait!** See the new 1954 All-Nylon Cord Super-Cushion at your Goodyear dealer's. He'll buy all the unused mileage in your present tires. Goodyear, Akron 16, Ohio.



**GOODYEAR**

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio





**Every Breakfast**—a quick "toast 'n' coffee" or fried chicken and apple pie—should begin with Florida orange juice. It puts the *good* in "Good Morning," starts everyone off right.



## It's always time for **Florida** Orange Juice...

your best daily source of the vitamin C  
you need every day

**Take time out** during a busy day and order a full, big glass of Florida orange juice for a quick pickup, lots of "go." Available almost everywhere—at fountains, restaurants, roadside stands.



**Showtime**—or any time family or friends get together serve Florida orange juice. The pleasant aid to sparkling good health—with 3 to 5 times more vitamin C than non-citrus juices.



**Night Raiders** can clean you out in a jiffy. So keep a big pitcher of Florida orange juice cold and handy. Make sure there's plenty of frozen or canned juice ready to open.



Costs about  
**4¢**  
a serving



### Florida Fresh-Frozen Concentrate

Pure juice—no sugar added. Year-round source of the true flavor and vitamin C of fresh oranges. No fuss, no muss to fix. America's fastest growing family drink.

### Florida Canned

Easy way to store and serve delicious Florida orange juice. Ready in seconds any time. Good-health-in-a-can—has up to 5 times the "C" of non-citrus juices.





RESTING AT MILWAUKEE ZOO, MOOSE TWINS LOOK HEALTHY AND ALERT. AT BIRTH EACH WEIGHED OVER 10 POUNDS, HAS GAINED ANOTHER 10 POUNDS SINCE

## RARE TWOSOME

Milwaukee pampers twin moose,  
the first to survive in captivity

To a U.S. zookeeper few animals are more difficult to raise than moose, which require special diets and cannot stand the summer sun. Even more difficult is their breeding, for the offspring almost invariably die. But in Milwaukee's Washington Park Zoo two 3-year-olds named Harriet and Christie, who are carefully fed and have a swimming pool to keep cool in, have not only survived but established a family

as well. Last year Harriet gave birth to a single calf, which is still alive, and last month came a unique event: twins (*above*). Though no twin moose have survived captivity in a U.S. zoo, Milwaukee's have a better than even chance. Both female, they are shy and will not permit themselves to be petted. Left alone, they chase and butt each other playfully, are sometimes joined by their father who also loves to frolic.

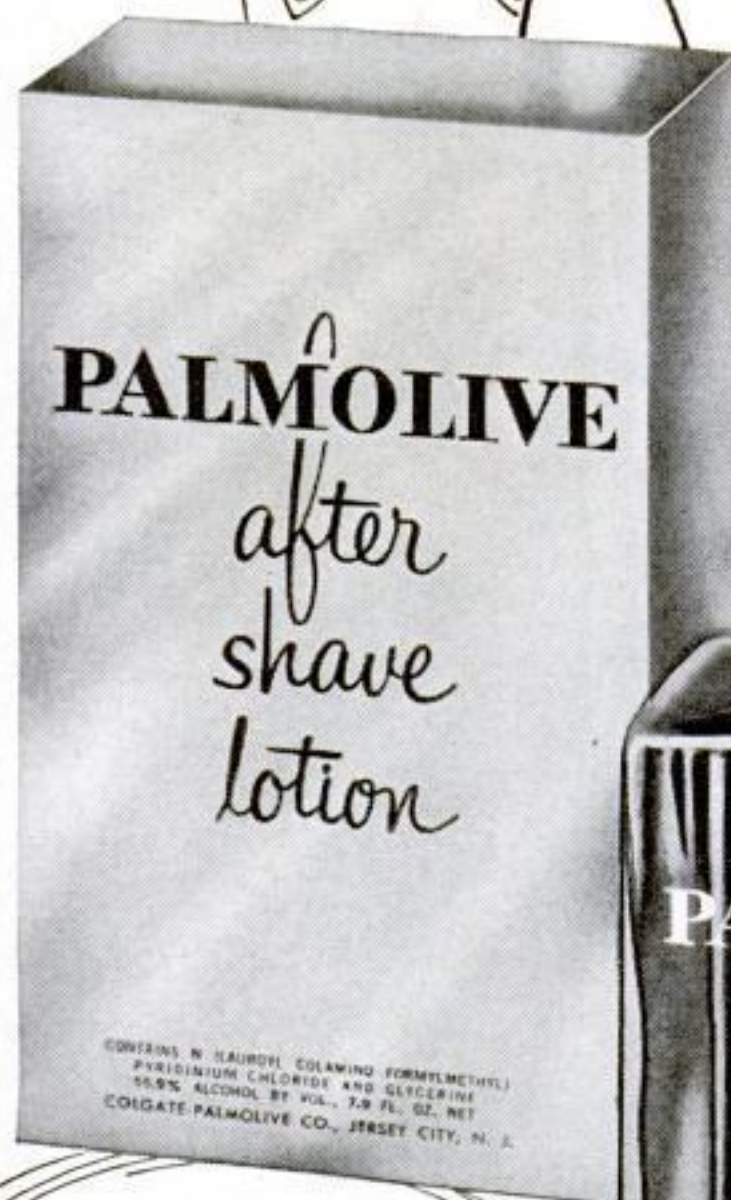


For Father's Day



Handsome Gift  
for a Loving Dad

## PALMOLIVE AFTER-SHAVE LOTION



**LUXURIOUS  
GIFT PACKAGE**  
**\$1.00**  
**REGULAR SIZE 59¢**  
All plus federal tax

### NEW "Double-Action" PALMOLIVE AFTER-SHAVE LOTION

**COOLS FASTER—SOOTHES LONGER**

Make Dad happy—not just on Father's Day—but every time he shaves . . . with this handsome and practical gift. And the New Double-Action Palmolive After-Shave Lotion

cools faster, soothes longer. Give Dad the deluxe size . . . smartly designed bottle, beautifully gift-boxed in green and gold. At toilet-goods counters everywhere.



**MOTHER MOOSE** Harriet nurses twins, to be weaned in 8 weeks. "She is a fine mother," says George Speidel, zoo director, "and takes good care of them."



**FATHER MOOSE** Christie swims about pond looking for water plants, a favorite moose food. Protruding from his head are beginnings of new antlers.



**NUZZLING TWIN** rubs mother's nose. Calves travel with their mother for nearly a year, but are sent out on their own by the time a new litter arrives.



# Four little words with a great big meaning

## *Distilled and Bottled by*

Look at the label! If it reads *Distilled and Bottled by*, you know who made it, *where* it was made, and *who* bottled it. This phrase is on every Glenmore label.

We do not use other whiskies to bottle under the proud Glenmore name. If we did, we could not say *Distilled and Bottled by*.

You know what you're getting when you get Glenmore — uniformity, good taste, traditional high quality — bottle after bottle. So, the next time you buy a straight whiskey, look for the words *Distilled and Bottled by* and for the name Glenmore — truly a combination that assures you the finest.

*Every Drop Distilled and Bottled by*  
**GLENMORE DISTILLERIES COMPANY**  
OWENSBORO, KENTUCKY

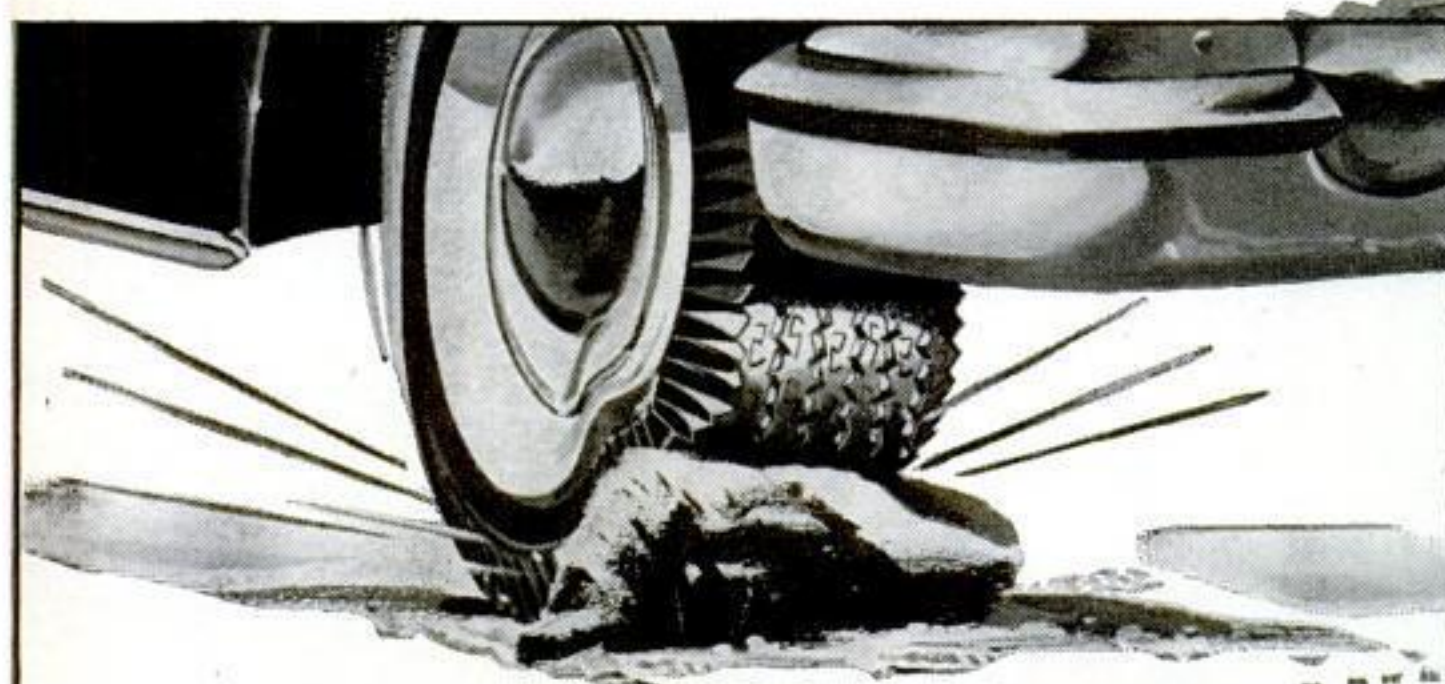


Available in  
86 or 90 Proof



# It's Here! The New ARMSTRONG NYLON *Cord* TIRE with the exclusive **"OUNCE OF PREVENTION"!**

*Better blowout protection, greater mileage, plus the greatest skid protection ever known!*



**100% NYLON CORD.** Tensionized to control stretching under every driving condition. Takes punishment no other kind of tire can withstand. Won't bruise. Won't break. Won't blow out. Gives far greater mileage, reduces driving costs.

Patented  
**"OUNCE OF PREVENTION"**  
Discs between ribs  
keep gripping edges apart.  
Tread can't compress...  
can't lose its grip!

**EXCLUSIVE "OUNCE OF PREVENTION" DISCS** provide the greatest skid protection ever known . . . guard against 9 out of 10 tire failure accidents. A one-minute demonstration at your dealer's will show how Armstrong's "Ounce of Prevention" can save your life!

## Special Introductory Offer!

See your Armstrong Dealer about a trade-in on new Armstrong NYLON Premium Tires.

His offer will be so generous you'll want to change over at once . . . for economy reasons as well as safety. And remember — these tires are *unconditionally guaranteed* against all road hazards for 3 years! So act now!

The Armstrong Rubber Co., West Haven, Conn.

MAKERS OF **ARMSTRONG PURE FOAM** FOR FURNITURE AND BEDDING

# ARMSTRONG *NYLON* **PREMIUM TIRES**



# 'WHO'S ON THIRD?' CHICAGO FINDS OUT



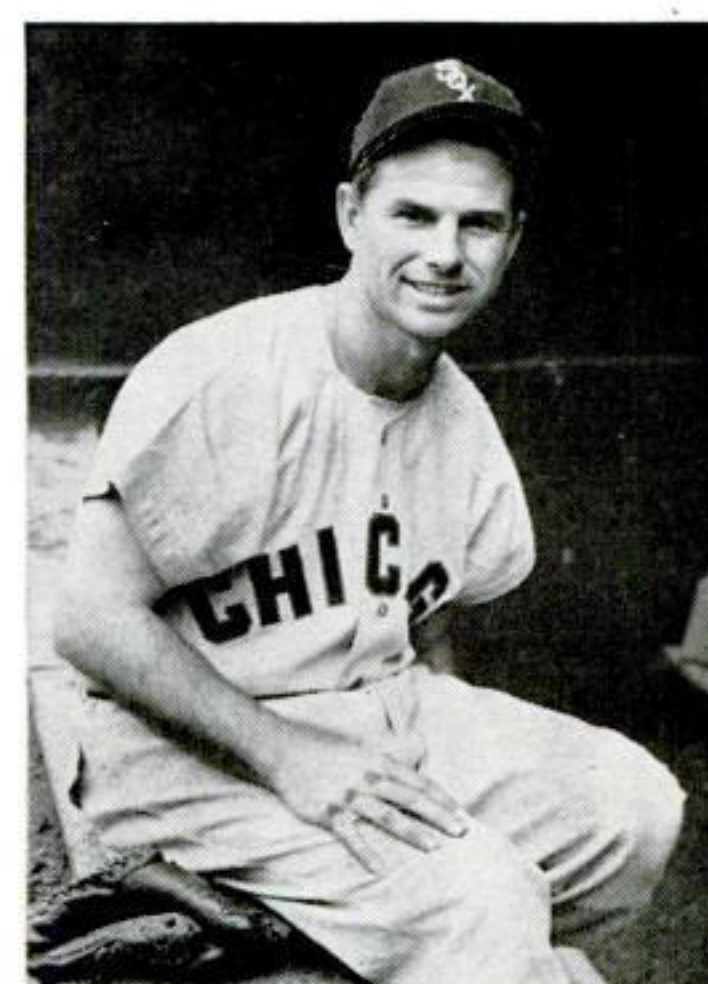
**"A GOOD GLOVE MAN,"** reports Lane of Floyd Baker. "He was the third baseman when I took charge. But he couldn't hit." In 1951 Lane traded him to Washington; last year he was passed along to Boston as a utility infielder.



**"RAN OUT OF GAS,"** says Lane of Bob Elliott. "We got him from the St. Louis Browns last year. He had a hot streak for five weeks, but then hurt his leg and started slipping." Elliott, 37, is now playing in Pacific Coast League.



**"NEVER GOT STARTED** with us," says Lane of Vern Stephens. "I gave up three first-line pitchers to get him, but he didn't produce. We know now it was his batting stance." Sold to Baltimore, Stephens is hitting near .300.



**"DEFENSIVE INSURANCE"** is Lane's description of Grady Hatton. "We had him to help Michaels handle third base." A weak hitter whom Lane had gotten from Cincinnati, Hatton went to Boston in the Kell deal.



**"FOR OUR BENCH,"** says Lane, describing Freddy Marsh. "We needed him just as a utility infielder." Marsh is still on the Chicago roster, can fill in at any of the infield positions and even play in the outfield in an emergency.

## After trying out 20 different infielders White Sox wind up with \$100,000 star

Ever since he took over as general manager of the Chicago White Sox in 1948, Frank Lane, baseball's foremost trader (196 transactions involving 277 players), had been trying to deal for a classy fielding third baseman who could hit. In five years he tried out 20 men. Some of them are shown on this page, and the reasons they didn't fill the bill are explained by Lane himself in the captions. As this season moved along, Lane finally seemed to have his man, Cass Michaels, bought from the Athletics, who was fielding well and hitting .342. The White Sox were in second place, hot behind the Cleveland Indians who also were making a change at third (*next page*). Then Michaels suddenly found himself on the bench and on third was George Kell, a veteran with a lifetime batting average of .311, whom Lane had bought from the Red Sox for \$100,000. "Kell is the finest defensive third baseman in the league," said White Sox Manager Paul Richards happily. Lane found his happiness somewhat mixed. "This spring I was griping because I had no third baseman," he explains. "Now I'm griping because I have two good ones."



**"NEVER SERIOUS"** about Connie Ryan, says Lane. "When Bob Elliott couldn't play we were just grasping for men we could get out there." Lane bought Ryan last August, traded him in December. Ryan is now in minors.



**"HE LOOKED GREAT** in 35 games in the fall of 1952," Lane recalls of Rocky Krsnich. "He won six games for us hitting in the clutch. Next year he couldn't do a thing so we sent him to Cincinnati in a deal for an outfielder."



**"HE HITS .230** at third," Lane says of Minnie Minoso, "but in the outfield he's a .300 hitter. He was originally supposed to solve our third base problem." Playing in left field this year, Minoso is White Sox leading slugger.



**"WE WERE HAPPY** with him this year," Lane explains of Cass Michaels, "but couldn't pass up the chance to get Kell." Relegated to a seat on the bench, Michaels is practicing catching flies, may return to the lineup as outfielder.



**"A GREAT HUSTLER** and a great competitor," says Lane of George Kell. Although Kell's back sometimes bothers him, Lane says he will be playing full time at third. "You don't pay a man \$35,000 a year to sit on the bench."



For larger cuts,  
burns, abrasions...



use the dressing  
your doctor uses...



because it's sterile  
at the moment of use



**Johnson & Johnson**

No connection whatever with American  
National Red Cross

'Who's on Third?' CONTINUED



**NEW CHICAGO THIRD BASEMAN** Kell keeps his  
foot on the bag as Baltimore Pitcher Don Larsen is forced

at third. In his first seven games for the White Sox Kell  
made no errors in the field but managed only four hits.

## CLEVELAND HAS ROOKIE TO MATCH CHICAGO STAR

The Cleveland Indians also made a dramatic change  
at third base, but their problem was far different from  
that faced by the White Sox. Cleveland started the  
1954 season with the most valuable player in the  
league, Al Rosen, at third. But now Rosen is at first  
and a rookie named Rudy Regalado (*below*) is on  
third. The 23-year-old newcomer played on Cleveland

farm teams last year but was not called up to the  
varsity training camp. He got there by paying his  
own way, hit .447 in preseason games and was so  
sensational all around that Manager Al Lopez had to  
test him during the regular season. Regalado is hit-  
ting over .300, has made only one error (*next page*)  
and Cleveland is sailing along serenely in first place.



**NEW CLEVELAND THIRD BASEMAN** Regalado fol-  
lows through after putting the ball on Chicago's Ferris Fain,

caught trying to steal third. Said Manager Al Lopez, "Rudy  
is a good third baseman now and improving steadily."

CONTINUED ON NEXT PAGE



# GET Better Shaves USE Fewer Blades!

because all 3 **MENNEN SHAVE CREAMS**  
wilt toughest whiskers extra soft!



Want easier shaves? More comfortable shaves? Closer, long-lasting, more economical shaves?

Then you want one of the 3 great Mennen Shave Creams — Lather, Brushless, or Lather Menthol-Iced. No other shave creams give you such shaving comfort — and this big bonus: they actually make razor blades last longer!

Even the best razor blades get dull quick if they must cut tough, unsoftened whiskers. But the special beard-

softening action of Mennen Shave Creams makes soft work for any blade — keeps blades sharp longer!

#### PROVE IT—AT OUR RISK!

Buy a tube of Mennen Shave Cream today. Test how many good shaves you get per blade. If you don't get more good shaves per blade with Mennen than you are getting now, mail us the unused portion of the tube — we'll refund your money in full.

THE MENNEN COMPANY, MORRISTOWN, N. J.



(Also available in Canada)

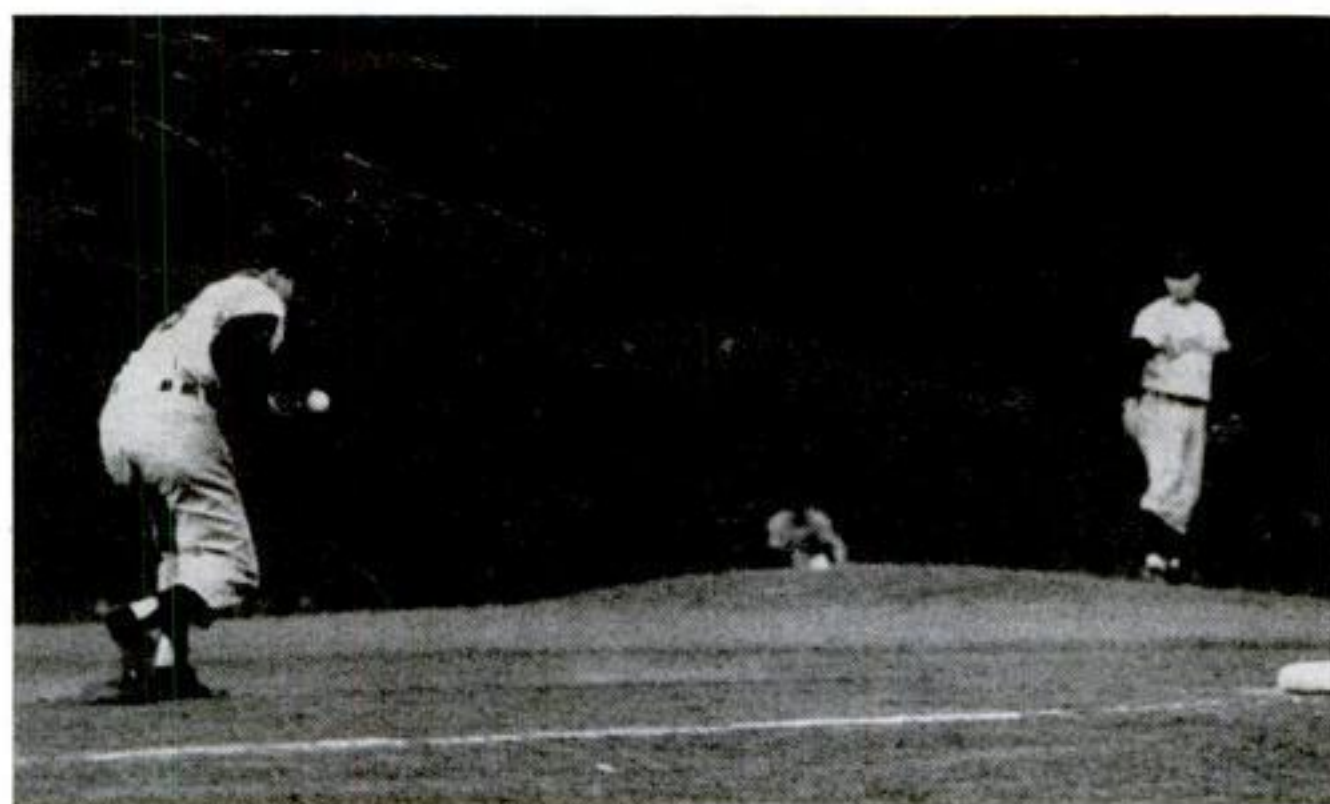
Lather Regular 35¢ and 53¢ • Brushless 31¢ and 47¢ • Lather Menthol-Iced® 53¢

**MENNEN** *shave creams* **FOR MEN**

'Who's on Third?' CONTINUED

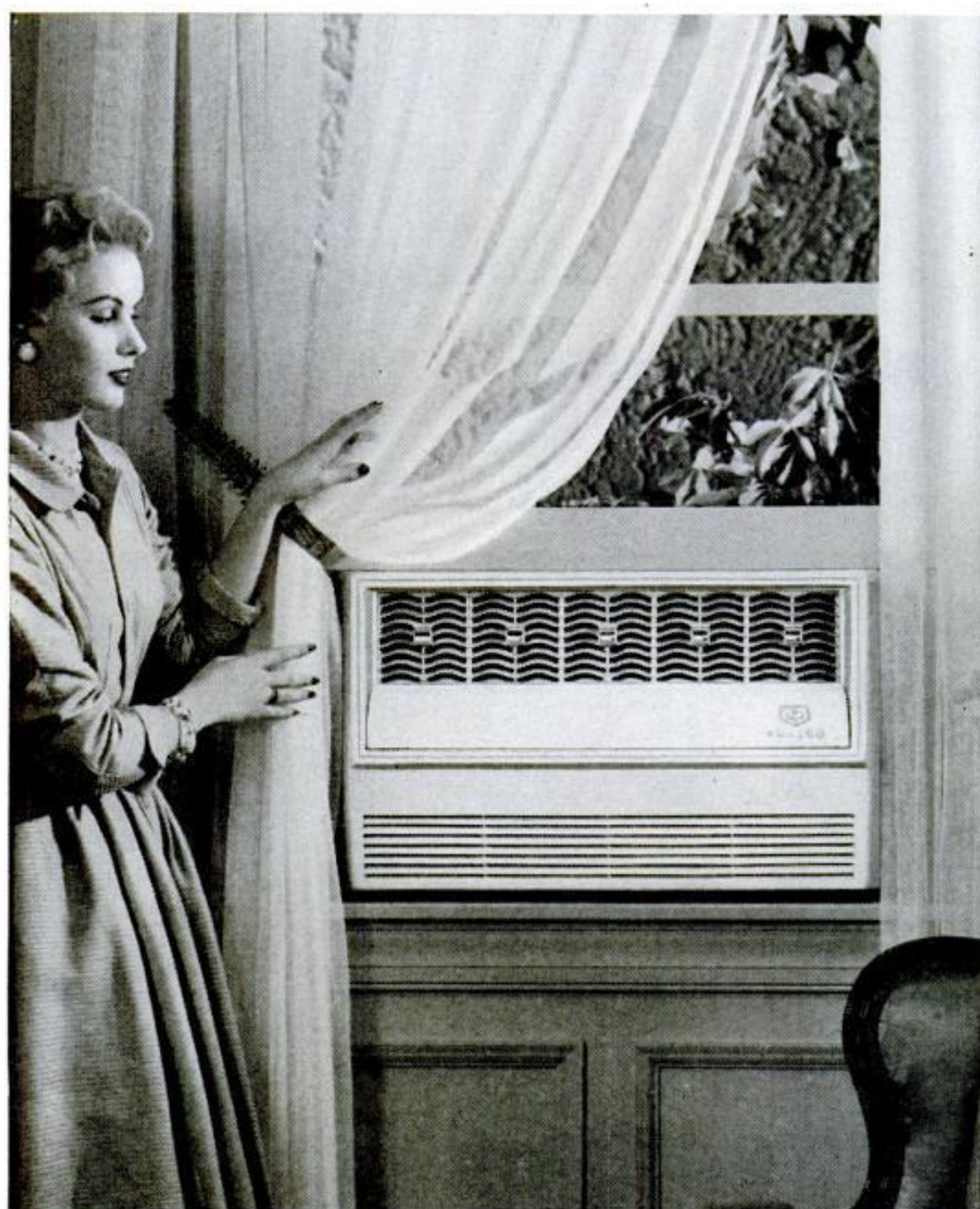
## BAD BOUNCE AND FIRST FUMBLE

Impressive in training as a hitter, Rudy Regalado is proving himself an exceptional fielder. He has been charged with only one error thus far this season and that came (*below*) when a bouncing ball hit by Chicago shortstop Chico Carrasquel took a bad hop. Regalado fumbled the ball (*top picture*), chased it (*second from top*), grabbed it, fired it across the diamond. But Carrasquel, racing to first, was called safe. Watching this scene in Chicago, White Sox boss Frank Lane, who already has Kell and Michaels, said of Regalado, "I'd sure like to have him."





# There is a Big Difference in Room Air Conditioners



Find out why  
**More People Own a  
PHILCO®**  
than Any Other Make

In choosing an air conditioner, you can't rely on outward appearance alone. The Big Difference to know is how it is made and how well it operates. And today tests prove that many air conditioners do not cool as well as a Philco; many do not dehumidify as well as a Philco; many have thermostats that merely turn the unit off, and may leave your room sticky and uncomfortable.

#### The Only True Automatic Temperature Control

Only Philco has a 17 year record of proven dependability and sales leadership plus true Automatic Temperature Control that prevents over-cooling, continues to dehumidify, and maintains constant comfort at all times. Get the facts before you buy; don't settle for less than a Philco.

### *New for 1954 . . . Mounts Flush Inside Your Room*

Shown above is the new Philco Model 86-KL with completely adjustable window mounting. In most cases, as pictured, it will be installed flush with the sill to take up no space inside the room, yet it's also designed for mounting flush with the outside building line to meet any special requirements.

**HEATS as well as COOLS.** Even more, a Philco-developed Reverse Cycle System *heats the same size room it cools and heats as fast as it cools.* Other air conditioners, with electric coils, cannot approach it for year round comfort. It's another difference that typifies Philco's 17 years of leadership.

At new low prices for 1954, you can now buy a genuine Philco Air Conditioner—Model 40-KL for only \$199<sup>95</sup>

Prices and specifications subject to change

You can own a  
Philco for as low as  
**\$200**  
**A WEEK**  
after Small Down Payment





Known by the Company it Keeps



Seagram's V.O.

SEAGRAM-DISTILLERS CORPORATION, NEW YORK CITY. 86.8 PROOF, CANADIAN WHISKY—  
A BLEND... OF RARE SELECTED WHISKIES • SIX YEARS OLD







# NOW! PERFECT BANANA CREAM PIE IN HALF THE TIME!

1. Make a pie shell
2. Add sliced bananas
3. Pour in creamy Jell-O Vanilla Pudding and Pie Filling
4. Sit down and enjoy it

JELL-O IS A REGISTERED TRADE-MARK  
OF GENERAL FOODS CORPORATION

REG. U.S. PAT. OFF.  
**JELL-O**  
BRAND  
**PUDDING** *and*  
**PIE FILLING**







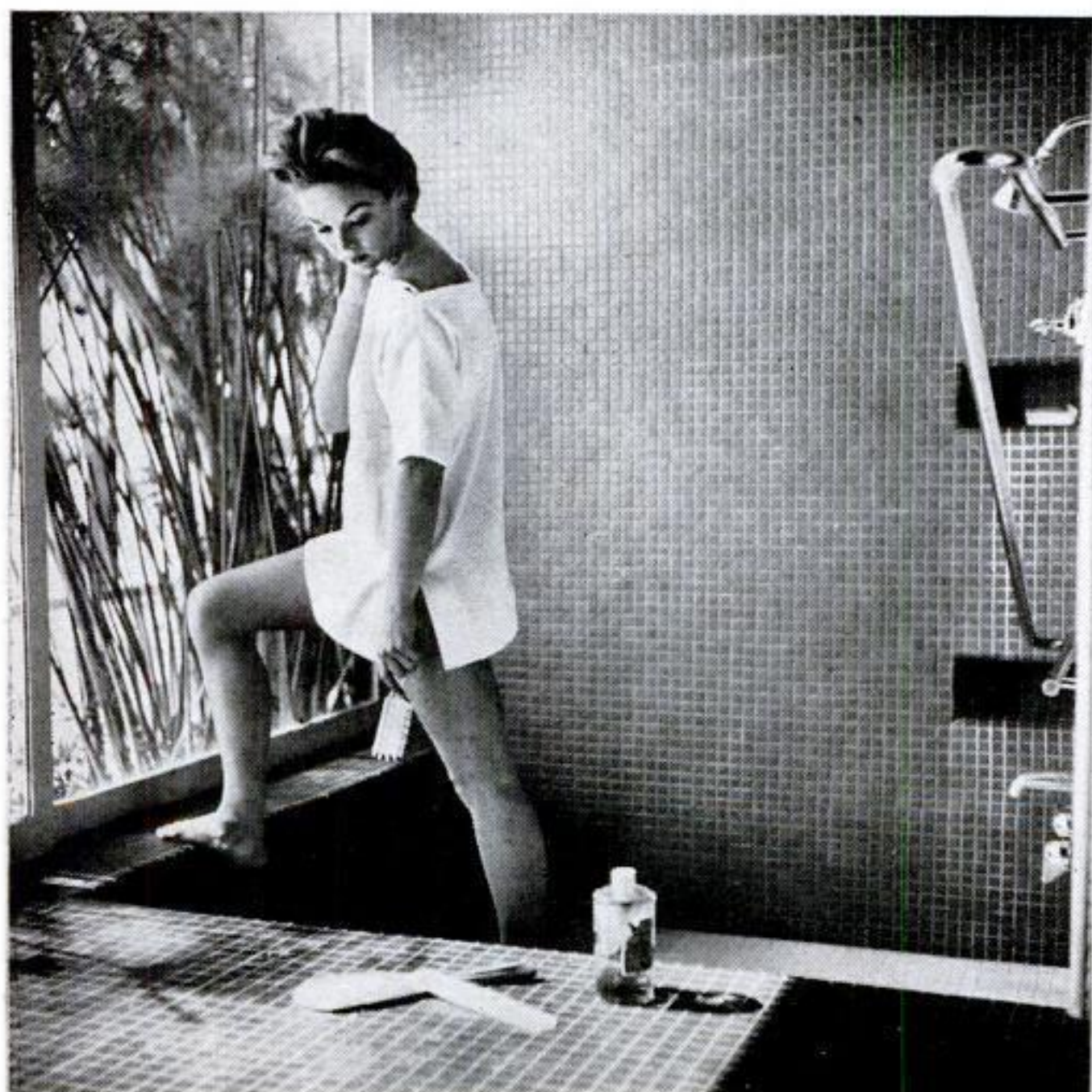


IN LITTLE BOY SHORTS, almost hidden by huge sail-cloth jacket (both Jane Ford, \$34), Katie considers swim.

## MODEL CALIFORNIA MODEL

Twenty-one-year-old Katie Richmond (*cover*) is the archetype of the girl for whom California designers design their bold clothes. She is 5' 6", keeps a year-round tan, has the lithe figure that looks equally well in a swimsuit or a snappy town costume. In this article she wears the striped skirt (p. 91), the white suit (p. 93), the white bathing suit and—with newly blond bangs—the leopard bloomers (p. 94). On the cover she wears a linen pullover and wool jersey pants (Jax, \$55).

A native-born Californian, Katie is the daughter of Kane Richmond, a Hollywood leading man of the '30s. Katie herself has turned down three movie offers so far, seeing no reason why she should risk the movies at the expense of her pleasant, very lucrative job of modeling.



IN A BIG SHOWER Katie wears terry cloth middy (Rudi Gernreich, \$9). Shower, in home of Architect William Beckett, has a huge picture window.

# buy now and save

**Special Introductory Offer On A  
New Super-Effective Deodorant Formula!**

## ODO·RO·NO

only ODO·RO·NO  
guarantees\*  
full **24** hour  
protection!



**SAVE 56¢**  
DELUXE \$1.25 SIZE  
**NOW ONLY 69¢**  
plus tax

**SAVE 28¢**  
DELUXE 75¢ SIZE  
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plus tax



**BUY NOW** and prove to yourself that Odo-Ro-No with a wonderful new "Action-Proof" ingredient is the most effective anti-perspirant you've ever known! Odo-Ro-No *instantly stops odor—controls perspiration—supplies EXTRA PROTECTION during active moments!* Never sticky, always gentle, no other deodorant is safer for skin and fabrics.

**\*GUARANTEE!** Odo-Ro-No when used daily protects for 24 hours, no matter how active you are, or money refunded by Northam Warren Corp., New York, N. Y.



# ONLY SERVEL

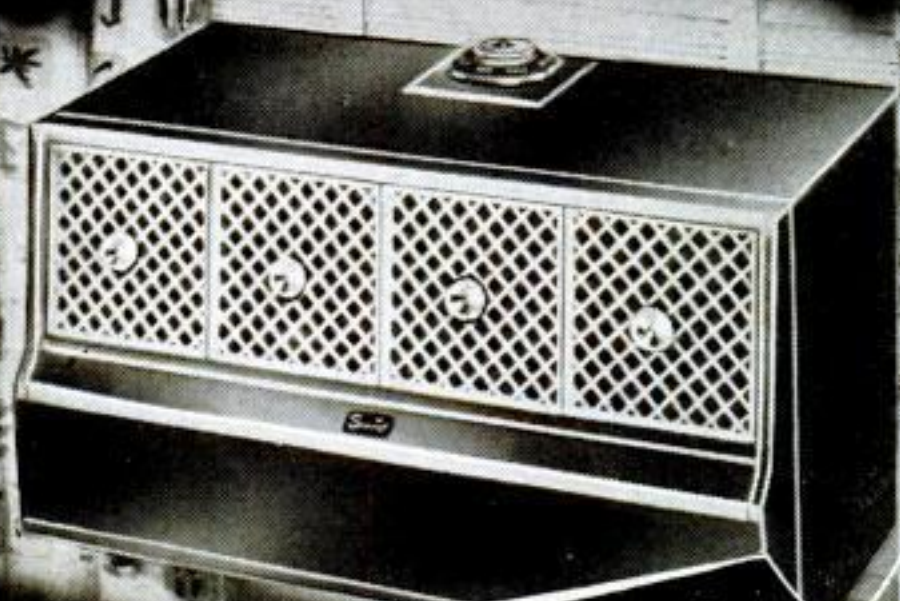
offers you

## ALL 3 TYPES of Room Air Conditioners

### Deluxe Models

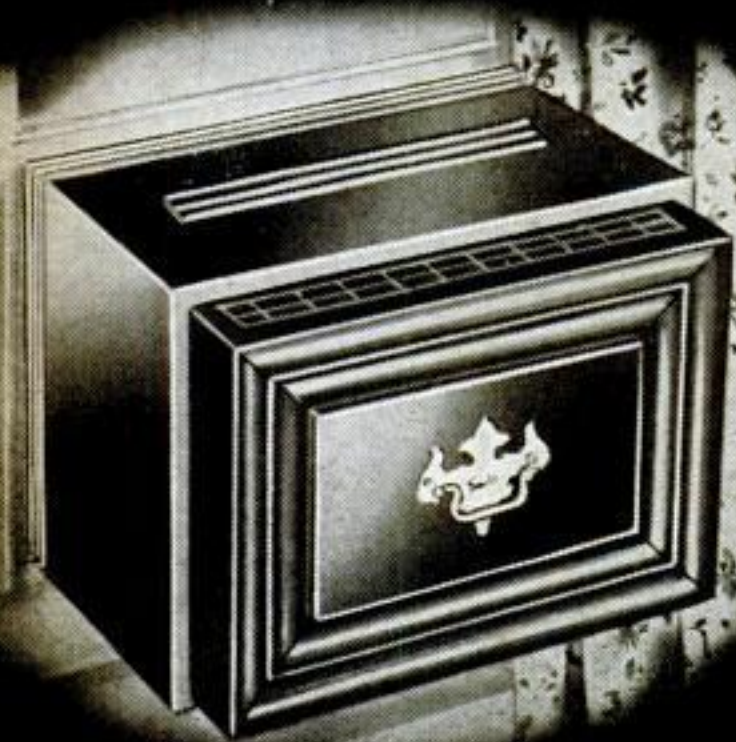
Here is the finest air conditioner made... the magnificent Deluxe Servel. One single dial lets you control the "weather" in your room the year 'round. 4-way air diffusion gives healthful, draft-free circulation. Special 'night-turn-down' provides the perfect atmosphere for sleeping. Available in models that heat as well as cool... remove morning and evening chill. Choose  $\frac{1}{4}$  H.P. or 1 H.P. unit.

SINGLE DIAL CONTROL



available in models  
that heat and cool!

### Casement Window Models



At last! An air conditioner for casement windows which requires no installation extras... no window remodeling. No dials... control is operated by simply pulling out like a drawer. Available in  $\frac{1}{4}$  or  $\frac{1}{2}$  H.P. models.



VENTILATES



COOLS AND  
VENTILATES

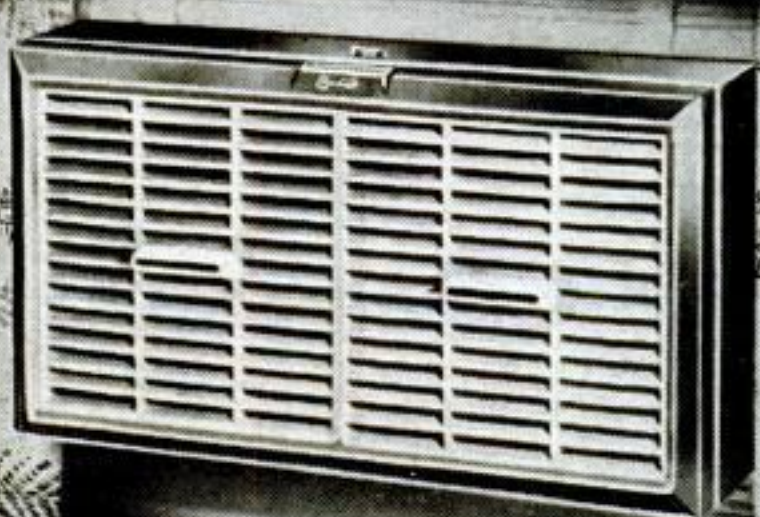


FULL COOLING

### Budget Models

The greatest air conditioner buy today! A FULL  $\frac{1}{4}$  H.P. air conditioner at \$299.50\*... a price you'd expect to pay for a much smaller unit. Packed with cooling-power to keep you refreshed during the hot, humid months ahead. Extends only 5" into the room.

EXTENDS ONLY  
5 INCHES  
INTO ROOM



- **QUIET**—Motors float on sound-proof cushions in sound-deadened chambers. That's why they're quiet as a whisper... let you sleep in peace.
- **BEAUTY**—Servel air conditioners are truly the handsomest made. They're masterpieces of design.
- **LOWER COST**—Model for model, size for size, feature for feature—Servel leads them all... and at lower prices.

*Servel*

Advertisement

## HOT WEATHER HINTS

*for pleasant, refreshing summer living!*



**THE "ALL-ICE" DINNER.** You can build whole meals around wonderfully refreshing ice. For example, serve your hors d'oeuvres and salad on a sparkling sea of ice. Follow up with cold cuts and cheese decoratively arranged on ice. Top it all off with ice-filled lemonade and a frosty iced dessert! What a treat for your family! Yet it's so easy to prepare now. With a Servel the ice cubes are so convenient to use... no messy ice trays to struggle with. Take one IceCircle or take a handful... Servel puts 'em back automatically. No trays to fill... spill... empty or refill.



**OFFICE FRESH-UP.** You need no longer dread those long summer days in the office. Now you can have cold drinks, snacks, and ice cubes within reach of your desk. Servel's Electric Wonderbar®, a portable refrigerette styled as smart furniture, provides you with the refreshing things in life all through the summer... in fact, the year 'round. It's perfect for summer home, boat, patio or wherever entertaining thrives. Of course, it's at home in any room in your house too. Available in mahogany, blond, white. 5-year warranty on silent freezing system. AC or DC. 12 to 230 volts.

### FRESH FROM THE GARDEN.

Store all those wonderful vegetables from your garden in this new freezer and save money on vegetables the year 'round. In fact, reduce your food bill on meats, fruits, fish, fowl... everything... by buying in volume when prices are lowest. Yes, buy for months in one trip. One-trip shopping keeps you on the beach on hot days... instead of in hot stores. Servel electric freezers with exclusive Cold-Seal Construction, come in chest-type or upright models, 9 to 22 cu. ft.



For complete information about any of the Servel products on these 2 pages, find your nearest Servel dealer in the yellow section of your telephone directory or write to Servel Inc., Dept. L614, Evansville 20, Indiana.



# No messy ice trays!

*Servel* **MAKES ICE "CUBES" WITHOUT TRAYS**  
and puts 'em in a basket — **AUTOMATICALLY!**



**NO TRAYS** to spill...fill...empty or refill. Servel keeps the basket full of big, dry, IceCircles (ice "cubes") night and day. Replaces 'em as you use 'em.



**HERE'S HOW IT WORKS.** The ice-maker freezes the cubes and then drops them into the basket automatically. It repeats the cycle until the basket is full, then stops, automatically.



**TAKE ONE OR A HANDFUL.** The Servel IceCircles are loose... they never stick together. No more struggling with stubborn, pry-'em-out ice trays.



**SERVEL PUTS 'EM BACK.** Servel automatically replaces the IceCircles you take out. Keeps a full supply on hand for all your needs.



**ICE CAN BE FUN.** With ice now so convenient to use, you can give your table a decorative appearance. Ice can make meal preparation a real adventure for the imaginative homemaker.



*plus—*

- Large, separate freezer compartment—holds up to 80 lbs. of frozen foods!
- Automatic defrost—completely carefree!
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- Door shelves—roomy, wide, convenient!
- Trip-saver handle—opens at a nudge!
- 3 appliances in 1—refrigerator, freezer, ice-maker!

**ELECTRIC  
OR  
GAS**

*Servel*

The name to watch for great advances in  
**REFRIGERATION and AIR CONDITIONING**

Servel Inc., Evansville 20, Indiana. In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario



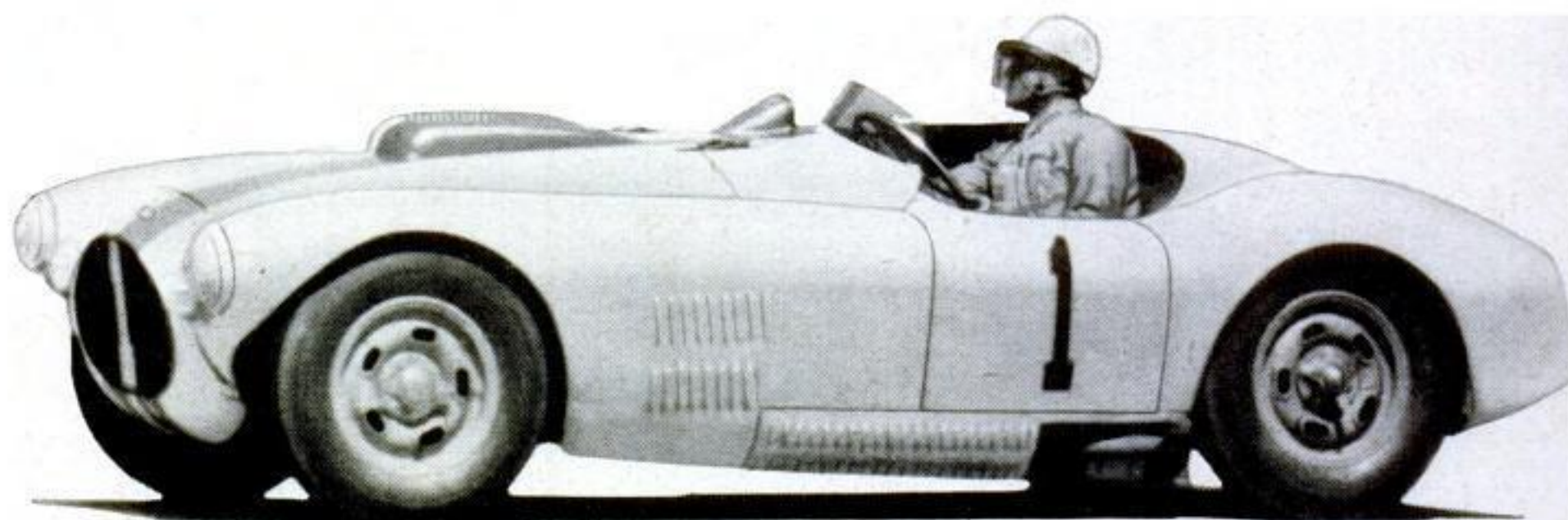
# CHOOSE SPARK PLUGS FOR QUICK ACCELERATION AND YOU'LL CHOOSE CHAMPIONS!

Sports car owners demand quick acceleration for sharp turns and fast straight-aways. They're mighty particular about spark plugs that respond instantly at all speeds without lag or miss.

In your own car, there are many times when you, too, really need extra pick-up to pass a slow-moving vehicle or otherwise pull yourself out of a tight spot *safely*. Champion Spark Plugs are overwhelming favorites, not only with sports car drivers but with motorists everywhere.

Insist on full-firing Champions—they'll give you instant acceleration at all speeds, and better engine performance regardless of make of car, or how you drive it.

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



THE CUNNINGHAM—Equipped with Champions, these American-bred cars have scored many great victories, including the 1953 Sebring (Fla.) Grand Prix.



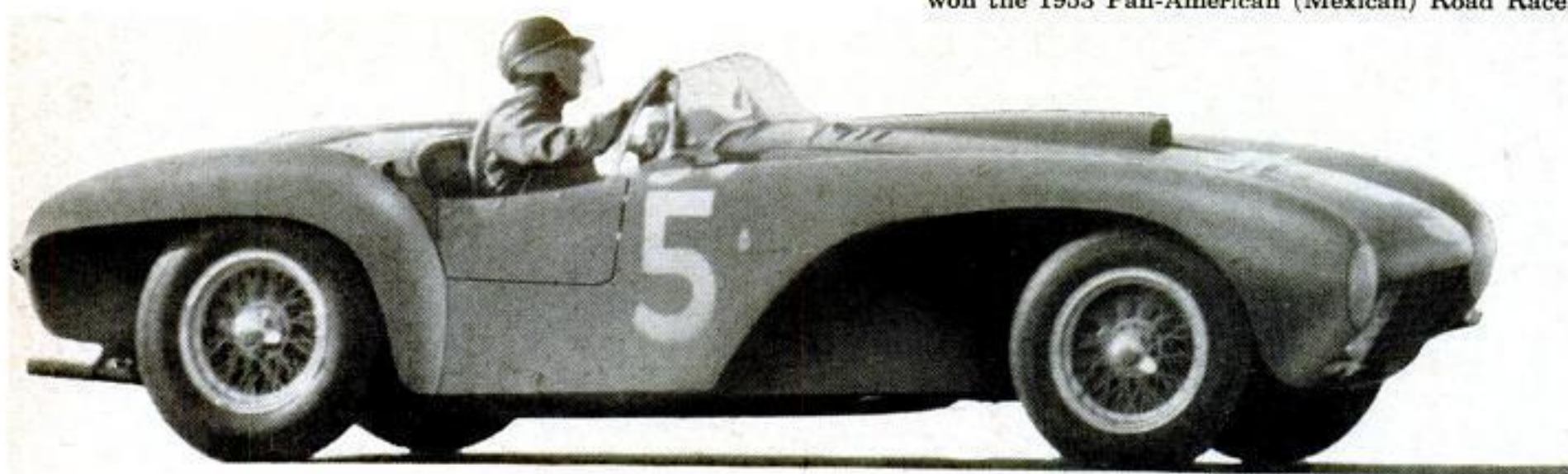
THE AUSTIN-HEALEY—Broke more than 100 stock car records on Bonneville Salt Flats (Utah) running on dependable Champion Spark Plugs.



THE JAGUAR 120 C—Won 1953 LeMans (France) "Twenty-four Hours"—world's greatest sports car race. All Jaguars are factory-fitted with Champions.



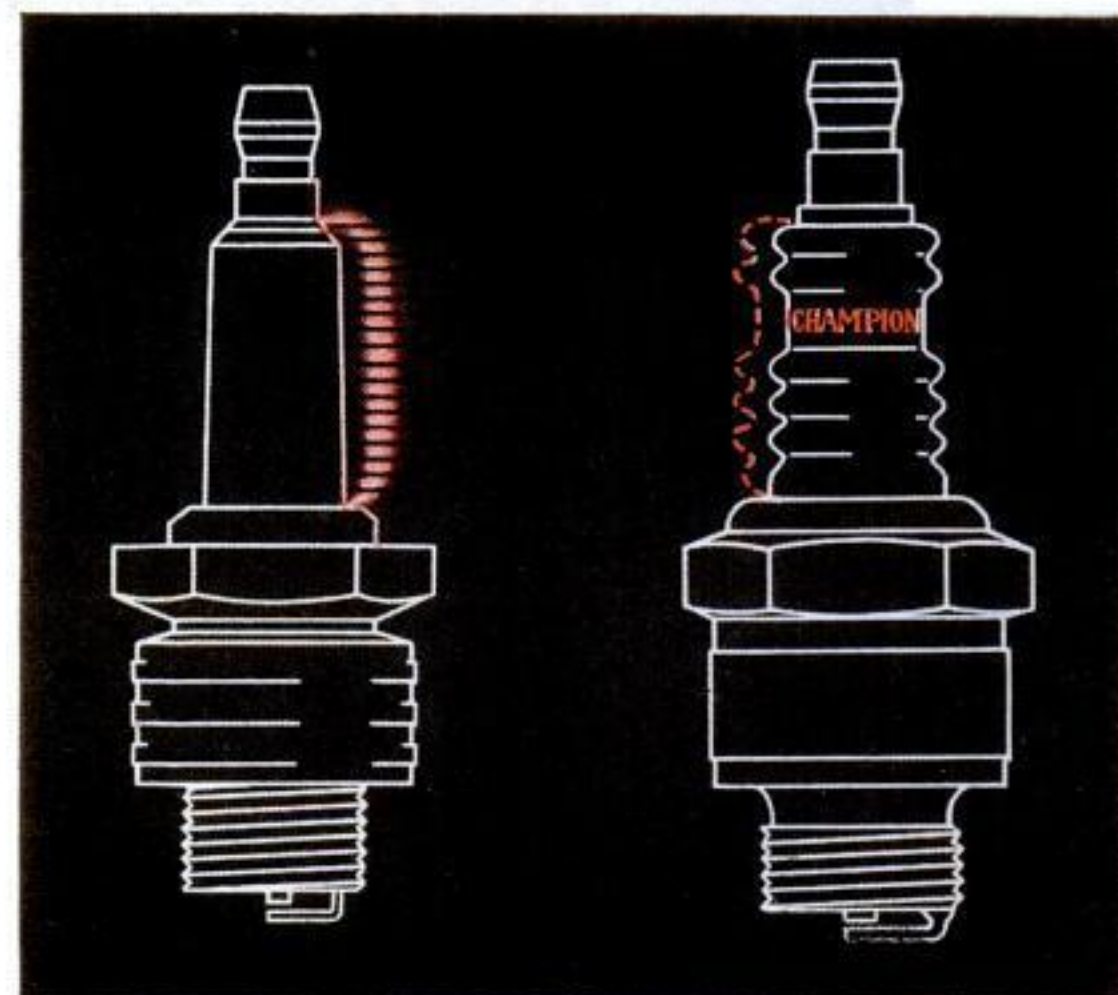
THE LANCIA—These newly designed cars bearing the long-famous Lancia name and using Champions won the 1953 Pan-American (Mexican) Road Race.



THE FERRARI—Champion-equipped 4.5 litre Ferraris have scored 1954 victories at MacDill, Hunter and Bergstrom Air Force Base sports car races and in the 625-mile Argentine classic.

## Only Champion Has 5-Rib Insulators to Assure You Split-Second Starts!

You can see the reason Champions give you faster starting. Laboratory tests prove the exclusive Champion patented 5-ribbed insulator resists "shorting" or "flashover" as much as forty per cent more than ordinary smooth insulator plugs under the same conditions, because the path the electricity is forced to take is greater.



DEPENDABLE

# CHAMPION

SPARK PLUGS

MAKE ANY CAR RUN BETTER!





IN PLAY'S TEAHOUSE SCENE MISS YUKIKO HAMA, A GENUINE GEISHA GIRL, PERFORMS A LOTUS BLOSSOM DANCE WHICH IS HIGH POINT OF HER GEISHA ROLE

## Okinawan Hit Wows Okinawans

### ARMY PUTS ON 'TEAHOUSE' RIGHT WHERE IT BELONGS

Hundreds of thousands of people have been given delight by *The Tea-house of the August Moon*—as the novel written by Vern Sneider and as the play produced in New York and London. The delight came home to roost recently on Okinawa, the island that inspired the book in the first place, when the U.S. Army put on 15 performances of the play at Kadena Air Base. In the all-amateur production real soldiers played themselves, with slight switches in rank; real Okinawans played the natives; and a real geisha, Yukiko Hama, aged 23, played the geisha Lotus Blossom. Miss Hama sings and dances in the real Tea-house of the August Moon, which was built in 1952 and named after the imaginary tea-house of the book.

Everybody who saw the play, both soldiers and Okinawans, loved its satire on the Army's initial attempts to bring *minshushugi* (democracy) to the people of Okinawa. This included Shuhei Higa, chief executive of the Ryukyus' government, who commented, "I think it's wonderful the way you Americans can laugh at yourselves." But maybe the most wonderful thing about the show, which is full of talk about building a new schoolhouse, is that it raised some \$5,000—to build a new schoolhouse.



STAR GOAT, who acts Lady Astor in play, is aired with offspring between barracks. She was one of five goats, most of them too rambunctious, tested for role.





Easiest way to make your car shine:

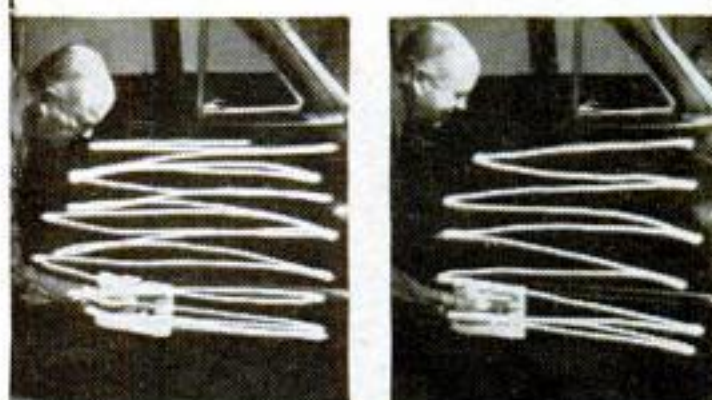
# DU PONT NO. 7 POLISH

cleans and shines at the same time  
It's faster . . . it's easier

And no other one-operation polish —no matter how expensive— gives longer-lasting finish beauty . . . no other polish gives you the speedy action of "stroke-saving" methyl cellulose! See how easily Du Pont No. "7" Polish brightens your car finish to a rich, gleaming luster while it takes off dull traffic film and dust. Does it all in one simple operation—nothing more to buy . . . nothing more to use. Only \$1.00 at most stores.



TRACER LIGHT SHOWS WHY NO. "7" POLISH IS EASIER



TRACER light shows the extra clean-up movements required because polish used here does not contain "stroke-saving" methyl cellulose.

SEE the stroke-saving action of methyl cellulose. And only Du Pont No. "7" Polish has it! Put this exclusive stroke-saving action to work on your car!

**DU PONT NO. 7 PRODUCTS**  
From Chemical Research . . . For Easier Car Care



BETTER THINGS FOR BETTER LIVING  
. . . THROUGH CHEMISTRY



OUTSIDE REAL TEAHOUSE geisha girls, with Miss Hama in foreground, stand in the garden. Inside they sing, dance and converse with the guests.



KIMONOS, suitably labeled with name of teahouse, are kept for the guests to wear informally. Sitting beyond the teacups is Miss Hama, folding kimono.

CONTINUED ON PAGE 104





## Air-condition dad for only \$3.95—with Vericool

Here's all it takes to cool down a dressed-up Dad this summer. Put him behind the thousands of tiny windows of a *Manhattan* VERICOOL shirt. It's like stepping off the hot pavement into an air-conditioned restaurant. Price only \$3.95 (and no installation charge). Unlike ordinary open-weaves, VERICOOL stands up under wear . . .

and washing, too. It's a dress shirt with *Manhattan's* dress shirt styling and tailoring. And not in only one collar style—but in many. In white, of course—but in colors, too. So make sure Dad gets the shirt with the *Manhattan* VERICOOL label. Other *Manhattan* lightweight shirts to \$10.00. Pure silk shantung tie \$1.50.







*Tan gloriously*

Now get a lovelier, smoother tan . . . faster . . . with Skol's exclusive formula

- You can be a sun-goddess without a care . . . get the most strikingly beautiful tan of your life, when you smooth on marvelous new-formula Skol. Two recent dermatological discoveries—used only in Skol—scientifically screen out the rays that scorch and burn . . . filter in all the tanning rays to turn your skin a lovely, tawny tan.

This new Skol formula lets you play in the sun hours longer—tan faster, more safely and comfortably. Non-greasy, non-oily Skol doesn't pick up sand. Also in plastic bottles.

Swimsuit by Catalina

"Skol," Reg. U.S. Pat. Off.



Used by more people than any other suntan lotion

## OKINAWAN HIT CONTINUED



**HAPPY AUDIENCE** laughs loudest at line, "We will teach the Okinawans the meaning of democracy if we have to court-martial every one of them."

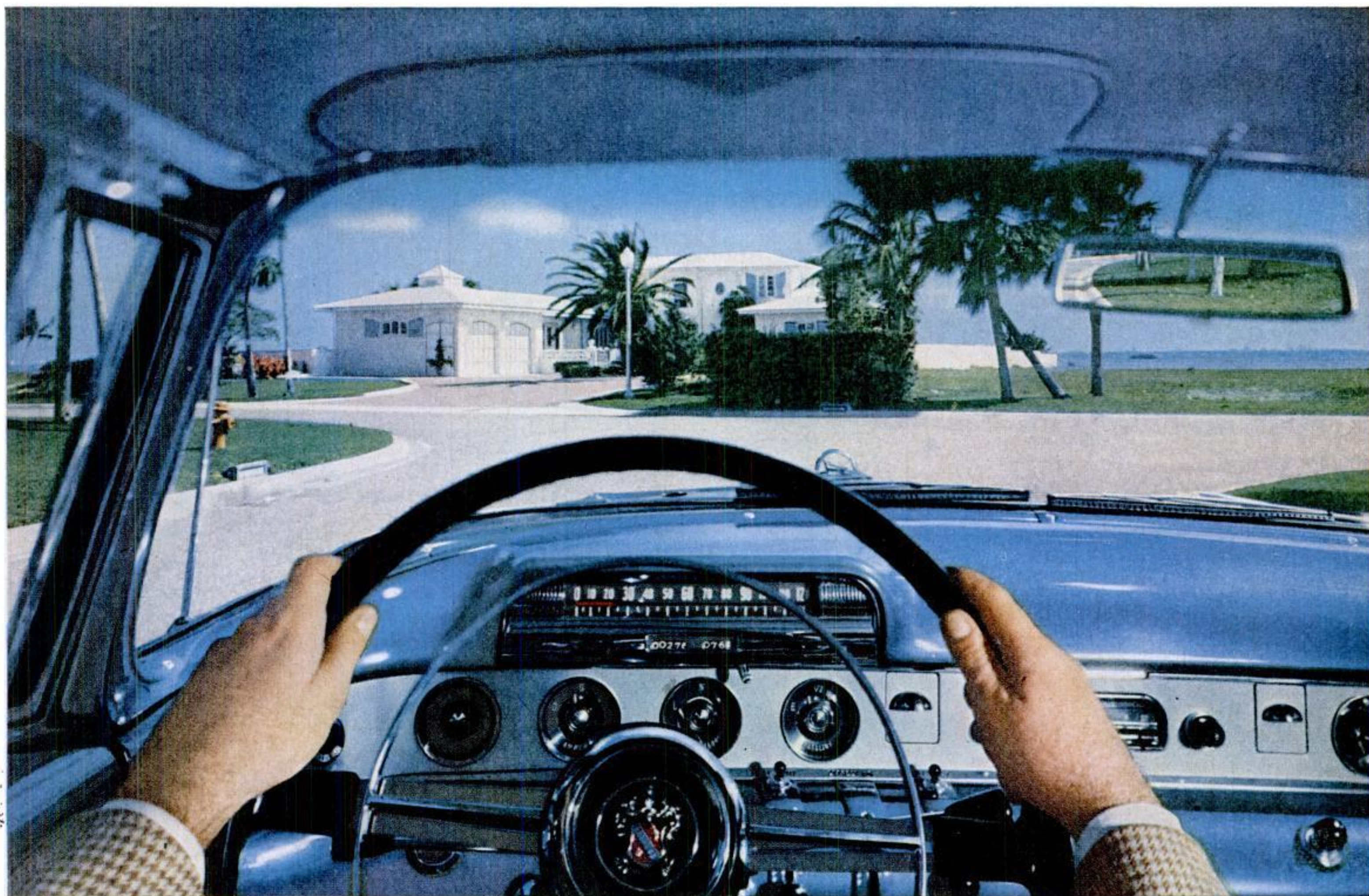


**BETWEEN ACTS** in the lobby of the Service theater geisha girls from the real teahouse offered free jasmine tea to the spectators as goodwill gesture.

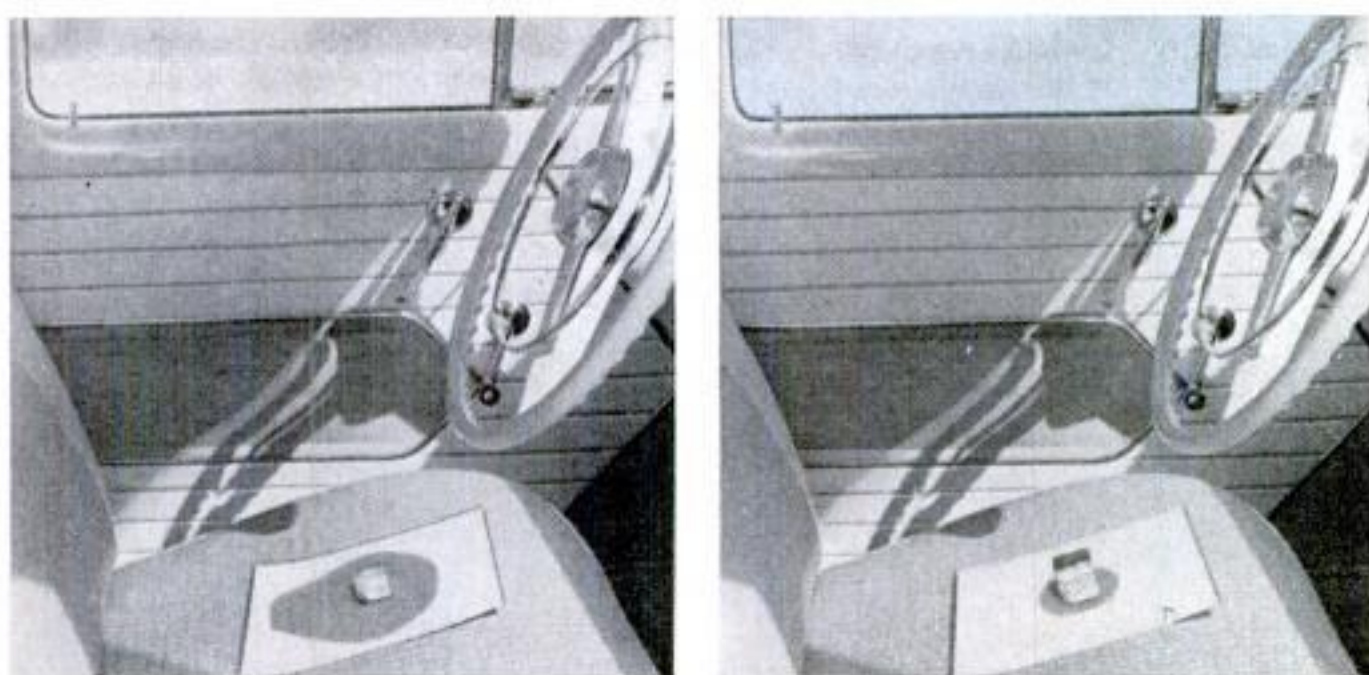


**CRICKET CAGES** were sold at theater by Ryukyu-American Friendship Society. Buyers had to catch own crickets, which Orientals consider lucky.





## Have you ever taken an E-Z-EYE drive?



### THIS MEANS COOLER SUMMER DRIVING!

LOOK AT THE DIFFERENCE between the ice cube on the seat of the car with clear safety plate glass (left) and the ice cube on the seat of the "E-Z-EYE" car (right) after exposure to heat rays for the same length of time.



LOOK FOR THIS SIGN when you need Safety Glass replaced in your car. It's a sign of expert workmanship.



LOOK FOR THIS SYMBOL. If the letters P-L-A-T-E aren't on the side windows, too, they aren't Safety Plate Glass.

It's almost like breezing along in the shade of a tree. Because here behind this *shaded* windshield of E-Z-EYE Safety Plate Glass, blinding sky glare won't stab at your eyes. You no longer have to strain to see.

E-Z-EYE driving is relaxed, "un-squinty" driving. So it's *safer* driving. You see things clearly . . . things that were partly obscured by glare before.

It's *cooler* driving, too, because E-Z-EYE Safety Plate Glass in all your windows helps keep solar radiation from heating your car like an oven. (See the test at the left.)

So for your family's safety and comfort (and for a truly distinguished-looking car), tell your dealer you want E-Z-EYE in that '54 model you're planning to buy. E-Z-EYE is made by Libbey-Owens-Ford and is available in all Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac models at a slight additional cost.

LIBBEY • OWENS • FORD GLASS CO., TOLEDO 3, OHIO

## E-Z-EYE SAFETY PLATE

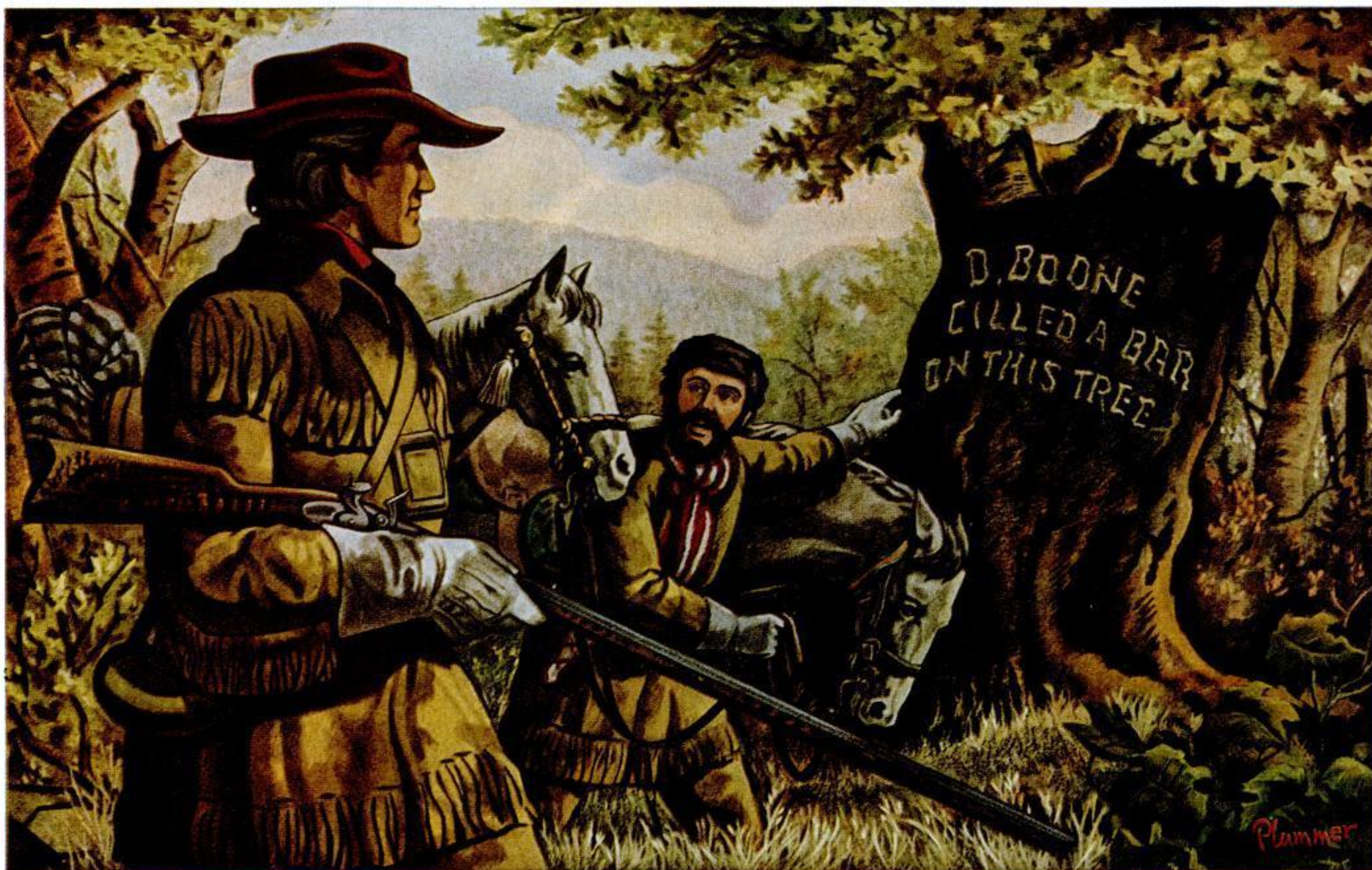
WITH THE SHADED WINDSHIELD

*Reduces Glare, Eyestrain, Sun Heat*

This Buick Wildcat is one of the G. M. sports cars, which in experimental stages inspired the L-O-F Panoramic Windshield . . . now standard equipment in Oldsmobiles, Buicks and Cadillacs.







## JAMES CROW, A NEW KIND OF PIONEER, ARRIVES IN KENTUCKY

A physician and chemist by training, James Crow reached Kentucky in 1825 and within a decade had revolutionized the making of Kentucky whiskey.

# OLD CROW

*Kentucky Straight Bourbon Whiskey*

More than a century ago, James Crow's whiskey was the talk of the frontier. It has since been acclaimed as *the finest bourbon ever put into glass*—a fact you will discover when you try Old Crow tonight... in the milder 86 Proof bottling or in the famous 100 Proof Bottled in Bond.



*"The Greatest Name in Bourbon"*

TWO GREAT BOTTINGS



LIGHTER,  
MILDER  
86 PROOF

BOTTLED  
IN BOND  
100 PROOF

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY





VAMPIRA SLINKS SLOWLY



SHE STRIDES THROUGH ICE MIST PAST CANDELABRA

**GOOD  
EVENING,**

# I AM VAMPIRA

**A scary femme fatale peddles old horror films on TV**

At an hour before midnight each Saturday on many Los Angeles TV screens, a gaunt, black-wigged mistress of ceremonies steps out of ominous, drifting mists, screams hysterically into a shuddering camera, intones the greeting in the headline above and then sighs morbidly, "I hope you have been lucky enough to have had a horrible week."

With this beginning the macabre lady, who calls herself Vampira, invites her audience to watch a program of choice horror films, including such scary relics as *White Zombie* and *Fog Island*. Between movie reels Vampira provides eerie interludes of her own—a ghoulish hospital plan for would-be suicides called *The Yellow Cross*, a foaming cocktail "that will absolutely kill you." Vampira was born Maila Syrjaniemi in Finland 31 years ago and her real hair is blond, but she has thrown herself wholeheartedly into her role, going abroad dead-panned and beshrouded even in daytime to enlarge her horror-loving public (p. 110).



AS SHE NEARS CAMERA, SHE GIVES A SHRILL SCREAM OF ANGUISH



**imagine!** a Bell & Howell  
movie camera  
for only \$49<sup>95</sup>



Now it's as easy as 1-2-3 to  
make movies of your children  
with the new **Bell & Howell**



The new Bell & Howell 220 Wilshire has the exclusive "Sun Dial" that automatically sets the camera lens—assures perfect home movies every time!  
**Free booklet** on movie making. Write Bell & Howell, Dept. L-3, Chicago 45, Illinois.

Vampira CONTINUED



**DEATH'S-HEAD SOFA** is used as a perch when Vampira addresses TV audience. She boasts her fingernails are hemorrhage red.



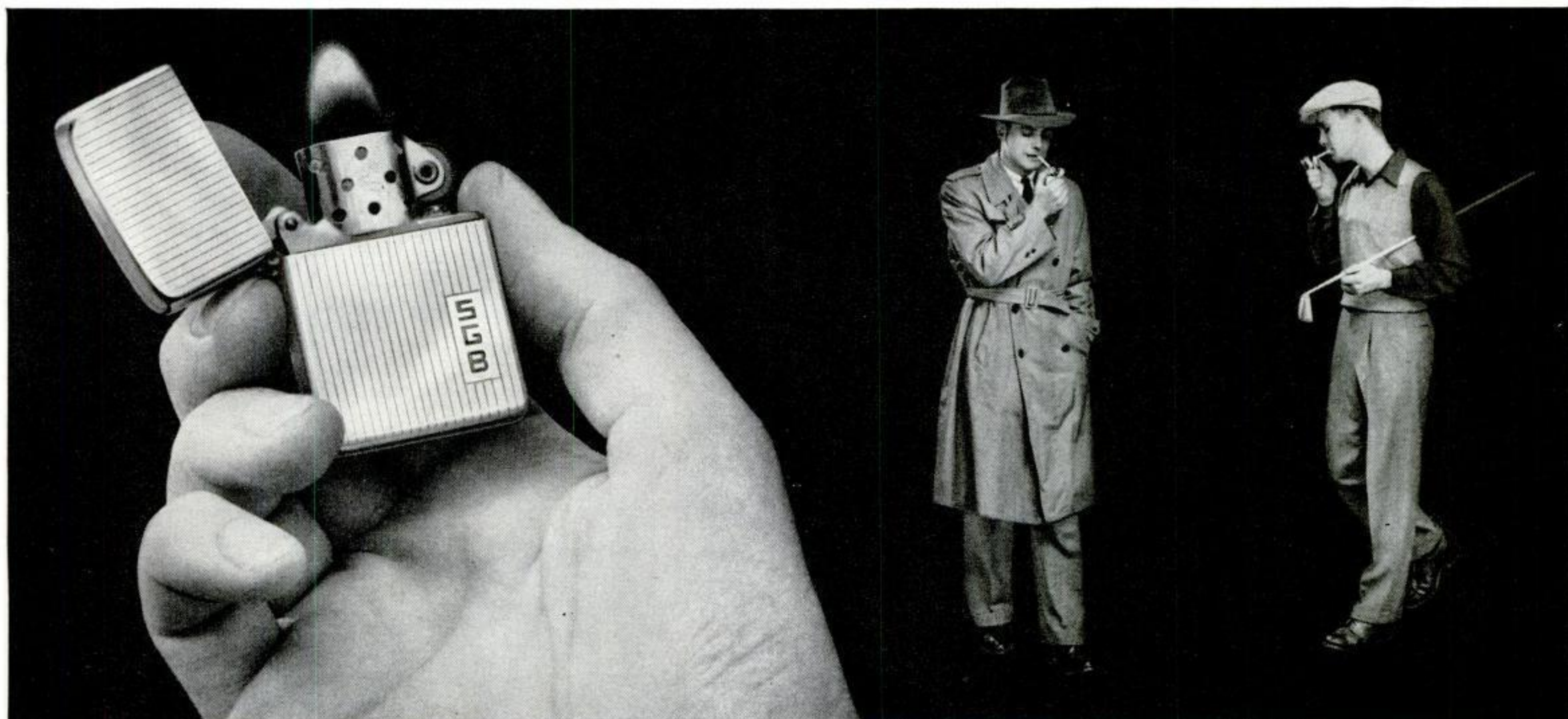
**SPIDER SEARCH** with flickering candle is favorite Vampira interruption. Her fictitious pet spider, called Rollo, can never be found.

[CONTINUED ON PAGE 110](#)





**A gift as fine as Dad himself** Zippos are so much better designed and built than other lighters that we promise Dad this—his Zippo will light easily, always, even in wind and rain... will never need coddling. He will treasure it over the years for its downright faithfulness—remembering the giver!



**ZIPPO for Father's Day** We further make this promise to Dad: that if ever—at any time—his Zippo fails to light perfectly, we will quickly put it into perfect working order free. No one has ever paid us a cent for the repair of a Zippo. The model shown above is gleaming, engine-turned heavy chrome. **\$5<sup>75</sup>**



Glowing colors on bright chrome. Choice of Trout, Mallard, Pheasant, Horse, Setter, Sailfish, Sloop. **\$8<sup>50</sup>**



Rich, genuine morocco, lizard or alligator. Black, blue, red, green, brown. **\$6**  
Other Zippos **\$3<sup>50</sup> to \$192<sup>50</sup>**

All prices include Federal tax



Lifetime-engraved in color. Choice of Bowler, Baseball Player, Fisherman, Golfer, Dog, Horse, Hunter, Sailboat. **\$4<sup>75</sup>**

**ZIPPO®**

**LIGHTS EASILY...ANYWHERE...ALWAYS**

Zippo Manufacturing Company, Bradford, Pa.  
In Canada: Zippo Manufacturing Co., Canada Ltd., Niagara Falls, Ont.

Genuine Zippo Fluid and Zippo Flints make all lighters work better





This is the Scotch! Soft,  
gentle, golden-hued...  
light. Have you tried it?

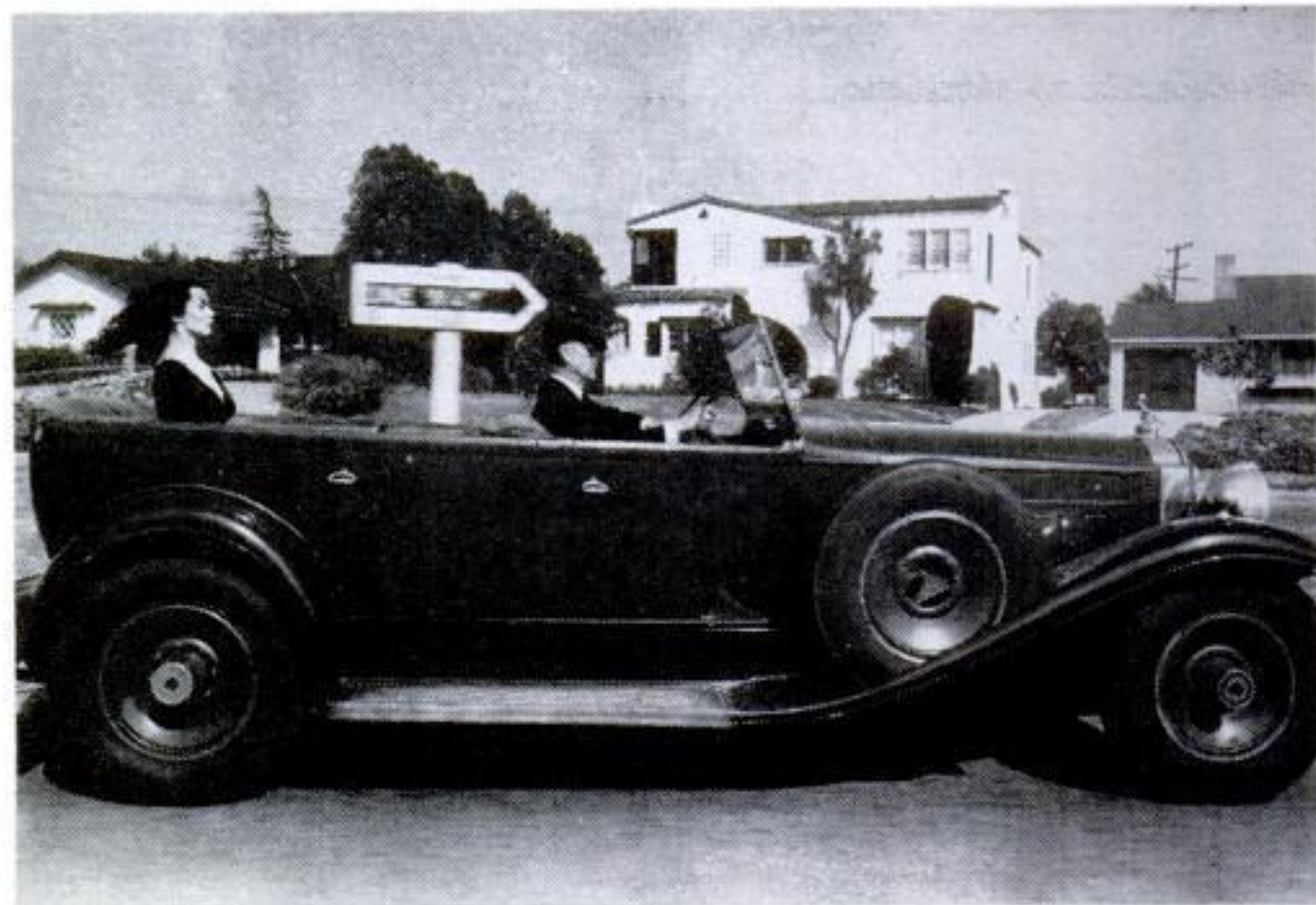
Since 1746

**WHITE HORSE**  
of course!

BLENDING SCOTCH WHISKY, 86.8 PROOF  
SOLE DISTRIBUTORS—BROWNE-VINTNERS CO., INC., NEW YORK



## Vampira CONTINUED



**ON TOUR** of city Vampira sits regally in back of old Packard with chauffeur provided by TV station. She screams at stop lights.



**HAUGHTY** Vampira ignores people on the street. "I like them to stare if they know who I am," she admits. "but not if they don't."



**HOPING FOR GLOOM**, Vampira puts up umbrella on sunny day. She tells signature seekers, "I give epitaphs not autographs."









# Why Swelter?

ONLY GENERAL ELECTRIC OFFERS YOU ALL THIS!



**Dry, cool comfort!** A G-E Room Air Conditioner not only cools the air, it removes excess moisture. You never feel clammy. You enjoy that crisp, invigorating feel of autumn—all summer long, 24 hours a day.



**Clean, healthful comfort!** You enjoy a cleaner, healthier home. Truly efficient filters reduce air-borne dust, dirt and pollen and help provide real relief for many allergy sufferers. Everything stays cleaner.



**No-draft comfort!** Not one, not two, but *three* special air directors send "Comfort-Conditioned Air" to every corner of the room. You set them exactly as you wish, to prevent drafts and over-chilling.



**Automatic comfort!** G-E Room Air Conditioners have automatic temperature control. Just choose your own setting. A sensitive thermostat turns unit "On" and "Off" as room temperature tends to vary.



**Dependable comfort!** For years G.E. has been the symbol of dependability to appliance users everywhere. G-E Conditioners have a sealed refrigeration system backed by a 5-year warranty.





**BEAT THE HEAT WITH G-E "COMFORT-CONDITIONED AIR"!**

**D**ON'T face another summer of hot, muggy misery, sleepless nights, soggy bedclothes. A G-E Room Air Conditioner eliminates all these discomforts, lets you relax and sleep in crisp, cool, filtered air.

So why not plan to enjoy G-E "Comfort-Conditioned Air" from now on? There's a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, at home or at the office.

No expensive plumbing or remodeling necessary for installation. No water pans to empty, no radio or TV interference. Better see your G-E dealer soon.

General Electric Company, Appliance Park, Louisville, Ky.

keep cool and dry for as little as \$229<sup>95</sup>



**ROOM AIR  
CONDITIONERS**

*So quiet! So very dependable!*

*You can put your confidence in—*

**GENERAL  ELECTRIC**



Now you can minute-fry Fish Fillets and  
save that "fresh-caught" flavor

*Spry makes the difference!*

**Here's All You Do!**

Cut fish fillets in serving pieces; coat with seasoned flour. (If frozen fish is used, thaw first.) Melt enough Spry in a heavy skillet to give depth of  $\frac{1}{2}$  inch, heat until a drop of water sizzles in it. Put fish carefully in hot Spry, maintain heat, and fry until golden (about two minutes on each side).

Taste how just-right moist and tender your fish fillets cook this way. The secret? Spry *seals in* the flavor and quickly crisps the outside to a golden turn. You'll say Spry's minute-fried fish fillets are delicious *and* digestible, or Lever Brothers will pay for your whole can of Homogenized Spry.



**Spry makes just about everything you cook taste better!**





DURING ACCELERATION TO TOP SPEED (TOP PICTURES), STAPP'S MOUTH DISTORTS. AS SLED BRAKES, DECELERATION SNAPS HEAD FORWARD, JOWLS SAG

## A MAN GOING 421 MILES AN HOUR

Colonel breaks speed record on land to study shock of bail-outs from jets

When a pilot bails out of a jet plane going far faster than the speed of sound, his body may hit the air with an impact so terrific that his neck could be broken, his skin seared, his chest crushed or his parachute torn away. To learn what type of protection must be designed to safeguard the flier, Air Force Lieut. Colonel John P. Stapp has been undergoing a series of harrowing tests (*above*) which duplicate on the ground the rigors of bail-outs aloft.

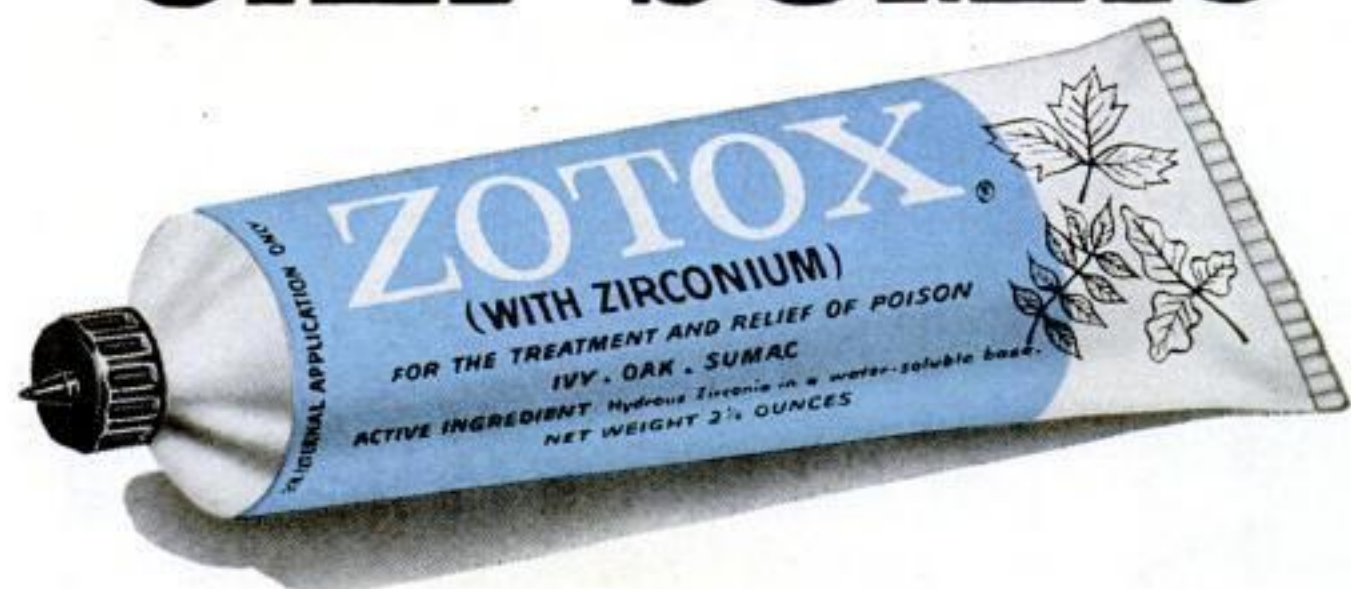
Strapped to a seat on a rocket-propelled sled at Holloman Air Force Base in New Mexico, Colonel Stapp is shot along a railway track at 421 mph, the fastest man has ever traveled on land. As the sled hits troughs

of water which stopped it within 400 feet in two seconds, the flesh of his face is pulled into a ghastly grimace. His body, straining against the harness, weighs the equivalent of 3,960 pounds. The force of gravity upon him is 22 times greater than normal, one and a half times more than the G-force a pilot has to stand when hurtling from standard jets.

Stapp will soon be breaking his own speed record, for the sled has been designed by Northrop Aircraft to reach 800 mph, comparable in wind-blast effect to 1,860 mph at 40,000 feet, and to stop so suddenly that it can subject its rider to 100 Gs. It will even roll him like a wildly rotating Ferris wheel, simulating the sickening spin of supersonic bail-outs.



# At Last! An **ANTIDOTE** for **POISON IVY** **OAK • SUMAC**



**Amazing New Type Zirconium\* Formula  
Instantly Stops Itching And Spreading**



#### Poison Sap Penetrates Skin

Urushiol is the agent in Poison Ivy, Oak, Sumac which causes your suffering. Stays active even on shoes, tools—can cause bad rash months later. Until now nothing has been truly effective against it.

#### New Zotox Neutralizes Poison

Zotox, with Zirconium, is a new kind of formula—medically-proven. Zotox instantly neutralizes Urushiol poison—stops itch—keeps rash from spreading. Easy to use, safe, non-irritating.

## Read These Facts—Don't Suffer Needlessly!

5 Years of Medical Research Now Bring You a Clinically Proven Antidote For Ivy, Oak, Sumac Poison. Zotox with Zirconium\*. Proved Safe, Effective.

Greaseless, Stainless and Odorless.

If you've tried so-called "Dry-Up" remedies hoping to stop agonizing itch and spreading rash of Poison Ivy, Oak, Sumac—forget them! Unless you stop Urushiol, the trouble-making poison from these plants—as new Zotox does—you waste time and money.

Zotox, with Zirconium, amazing new poison-neutralizer you've read about, is the result of five years medical research. Clinically-tested, proved safe, effective and non-irritating.

Zotox gets right to the root of the trouble the moment you rub it on. Instantly you feel its soothing, penetrating coolness—a tingling sensation as Zotox "sponges up" trouble-making poison and destroys its power. Fiery, burning itch subsides. Redness starts to fade—soon

ugly rash and blisters dry up, disappear.

Don't risk a serious, ugly rash that may leave permanent scars! Discover for yourself—as thousands of others have—the amazing instant relief that Zotox gives.

#### Use Zotox to Prevent Infection!

And for sure, safe protection against Poison Ivy, Oak or Sumac, just rub greaseless, stainless Zotox on hands, ankles—all exposed skin—before you work in the garden or tramp in fields or woods. Zotox destroys Urushiol's power, "sponges up" the poison before it can hurt you—prevents rash from starting.

Get Zotox today! Keep it handy—always ready to save you needless suffering. Only \$1.98 for relief and protection, worth \$20.

It's Never Too Late For

# ZOTOX

**Ask Your Doctor • At All Good Drug Stores**  
Price Slightly Higher In Canada

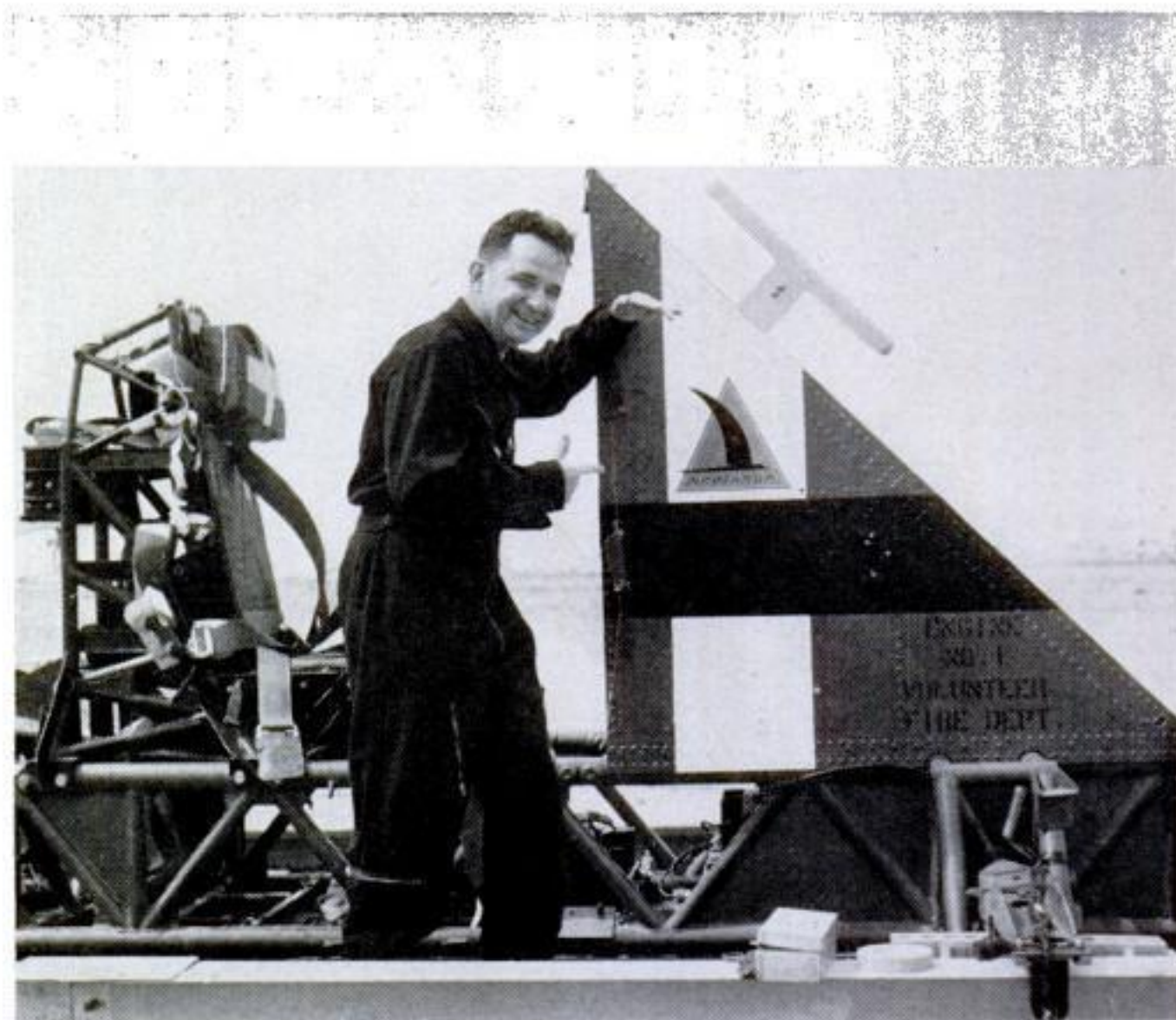
COPYRIGHT 1953, ZOTOX PHARMACAL COMPANY, STAMFORD, CONN.



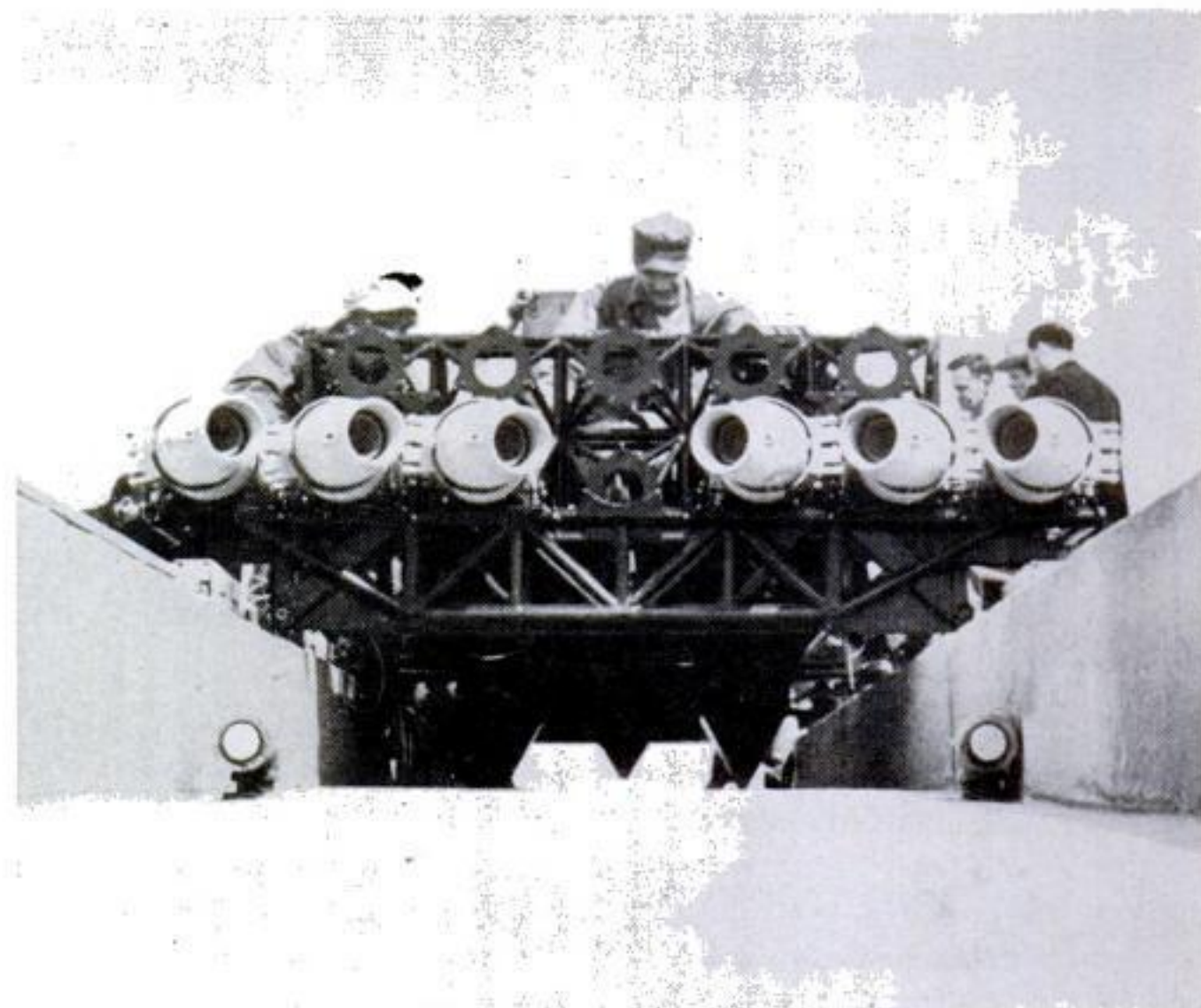
421 Mph CONTINUED



**STREAKING ACROSS DESERT**, Colonel Stapp is strapped on seat behind windbreak at left. The front part of the sled is shoved along two steel rails of a 3,500-foot track by a rear section on which rockets (right) are mounted.



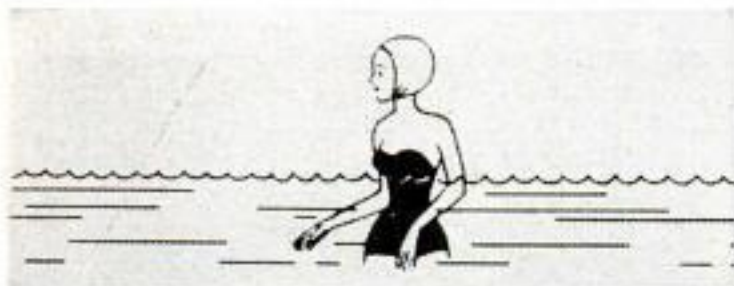
**AFTER RIDE** Stapp grins, unharmed. Special harness kept him from hurtling out of sled during jarring stop. Although he faced forward in this test, he concludes that safest positions are facing backward or lying sideways.



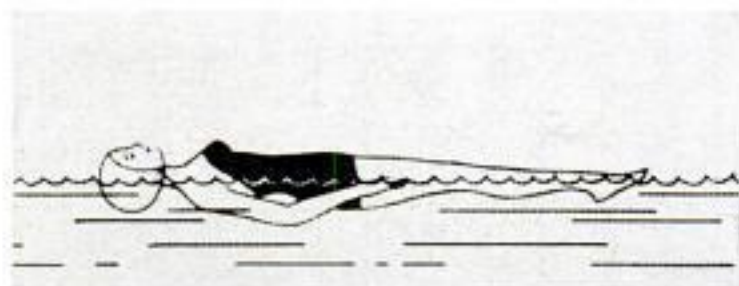
**POWER FOR TRIP** was provided by six 4,500-pound-thrust rockets at sled's rear. Twelve will be used to attain 800 mph. Sled jolts to stop when the scoops on its underside dip into trench of water between rails at end of track.

CONTINUED ON PAGE 118

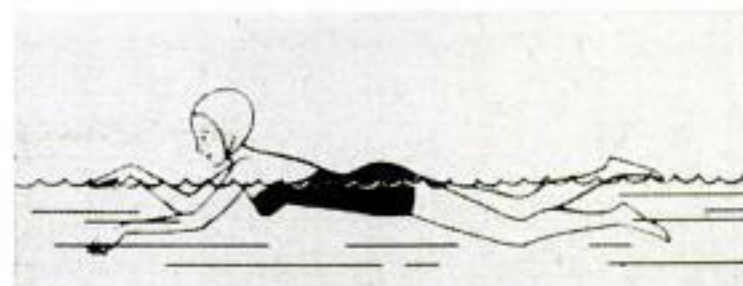




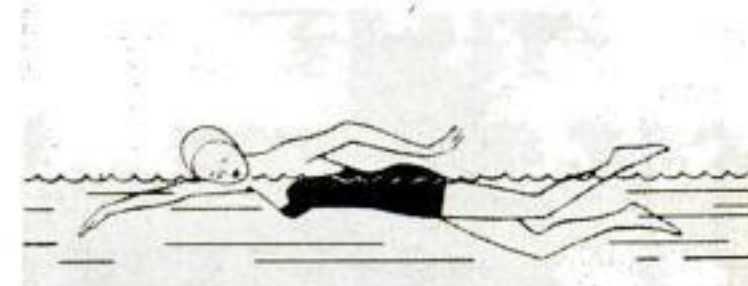
Ever-Float's safety factor is immediate and constant. No adjustments are needed. Just enter the water to waist depth.



Relax and stretch out on your back with head, shoulders and arms resting on water. Ever-Float keeps you up safely, gracefully.



Now just turn on your stomach, move your arms and hands in "dog paddle" fashion. Kick your feet...and you're swimming!



Swimmers and divers have complete freedom...and can now swim greater distances without tiring...in new, greater safety!

# EVER-FLOAT\*

## SAFETY SWIM SUIT OVERCOMES FEAR OF WATER

### HELPS YOU STAY AFLOAT!

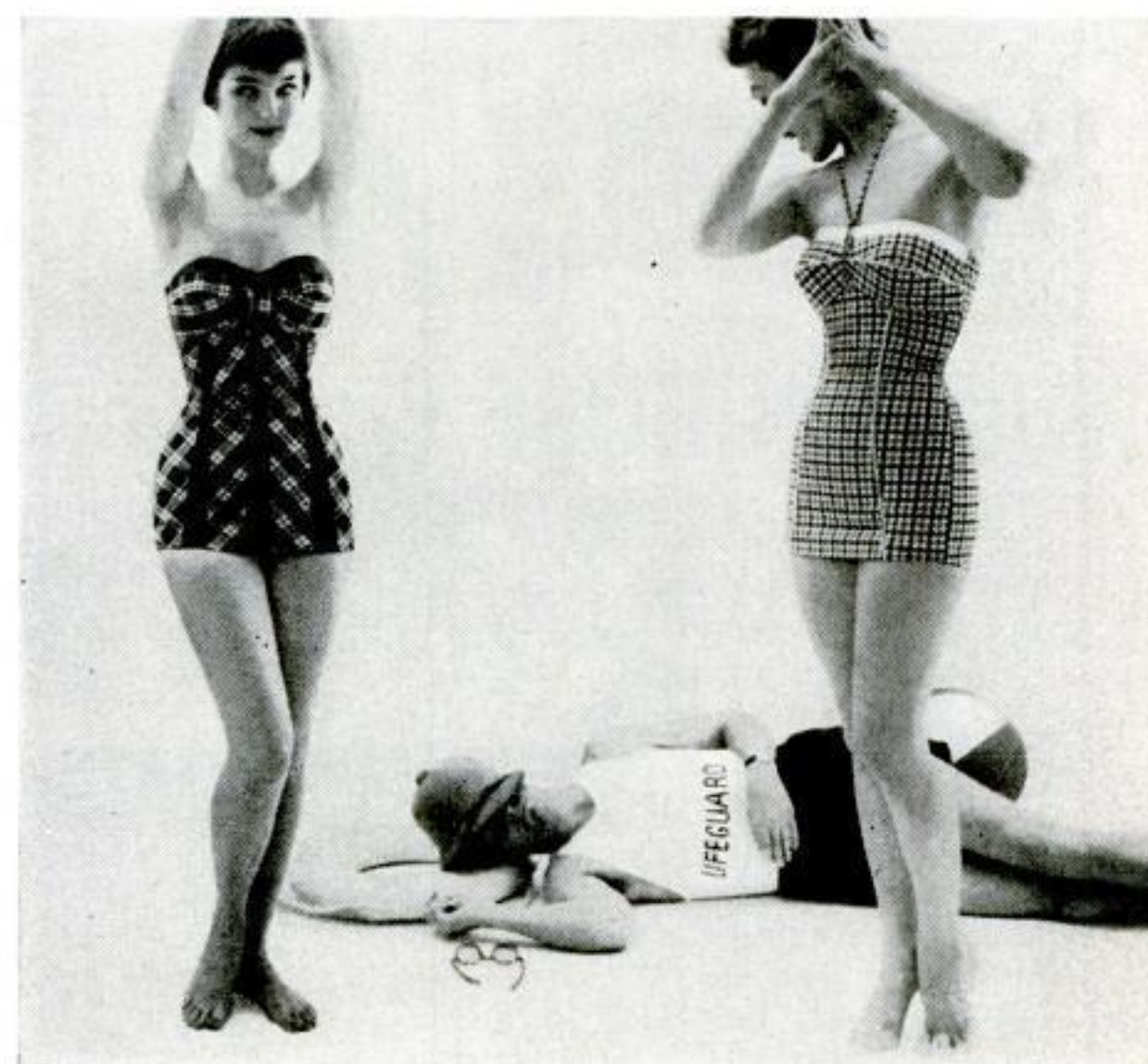
A new kind of splash is being made in America's watering spots by a swim suit that keeps a woman afloat even if she can't swim. And the Ever-Float Safety Swim Suit does it all without gadgets of any kind to inflate or adjust.

Lee Beachwear Company, exclusive makers of Ever-Float, achieve permanently built-in buoyancy with puncture-proof panels composed of millions of captive air cells. The wafer-thin panels can be felt in the hand, but become invisible on the figure and actually work like a girdle to slenderize.

Thousands have proved Ever-Float's desirability at resorts from coast to coast; and thousands more are asking for this water-wonder every day.

Ever-Float suits combine buoyancy with fashion in quick-drying faille lastex. Available in several smart styles and colors, each with built-in bra and removable straps. It all adds up to a lot of safety in the water and beauty on the beach for \$19.95.

At fine stores everywhere, or write Department L., LEE BEACHWEAR, 1410 Broadway, New York 18.



**THE SURF QUEEN** (left) and **THE BEACH MATE** (right), are two of the many smart Ever-Float styles that have invisible girdle action to slenderize the figure.

**THE DOLPHIN STYLE** (shown in action at the left), like all Ever-Float suits, is scientifically sized according to height and weight for peak performance.

\*TRADEMARK PATS. PENDING MARKSWAY\*



Right as **RAIN** FOR YOUR LAWN

# SUPPLEX® flexible SPRINKLER

Do a better watering job, more easily, with SUPPLEX, the triple tube SPRINKLER on a storage reel. Just roll it out on your lawn or garden, turn on the water, and PRESTO! — the most natural, gentle rainfall you ever saw.

Triple tube SUPPLEX always lies flat, even when you curve it around walks, flower beds, or up and down grades. Because the holes are on the upper side only, it sprays upward only, **evenly watering a rectangular area up to 50 by 20 feet.** No dry corners or drenched centers such as you get with circular sprinklers. And

the triple tube construction prevents the harmful downward jets (produced by single tube sprinklers) that waste water and may wash out your lawn. SUPPLEX is an excellent soaker, too. As a Sprinkler or Soaker, once you see SUPPLEX in action, you'll know why it's right as rain!



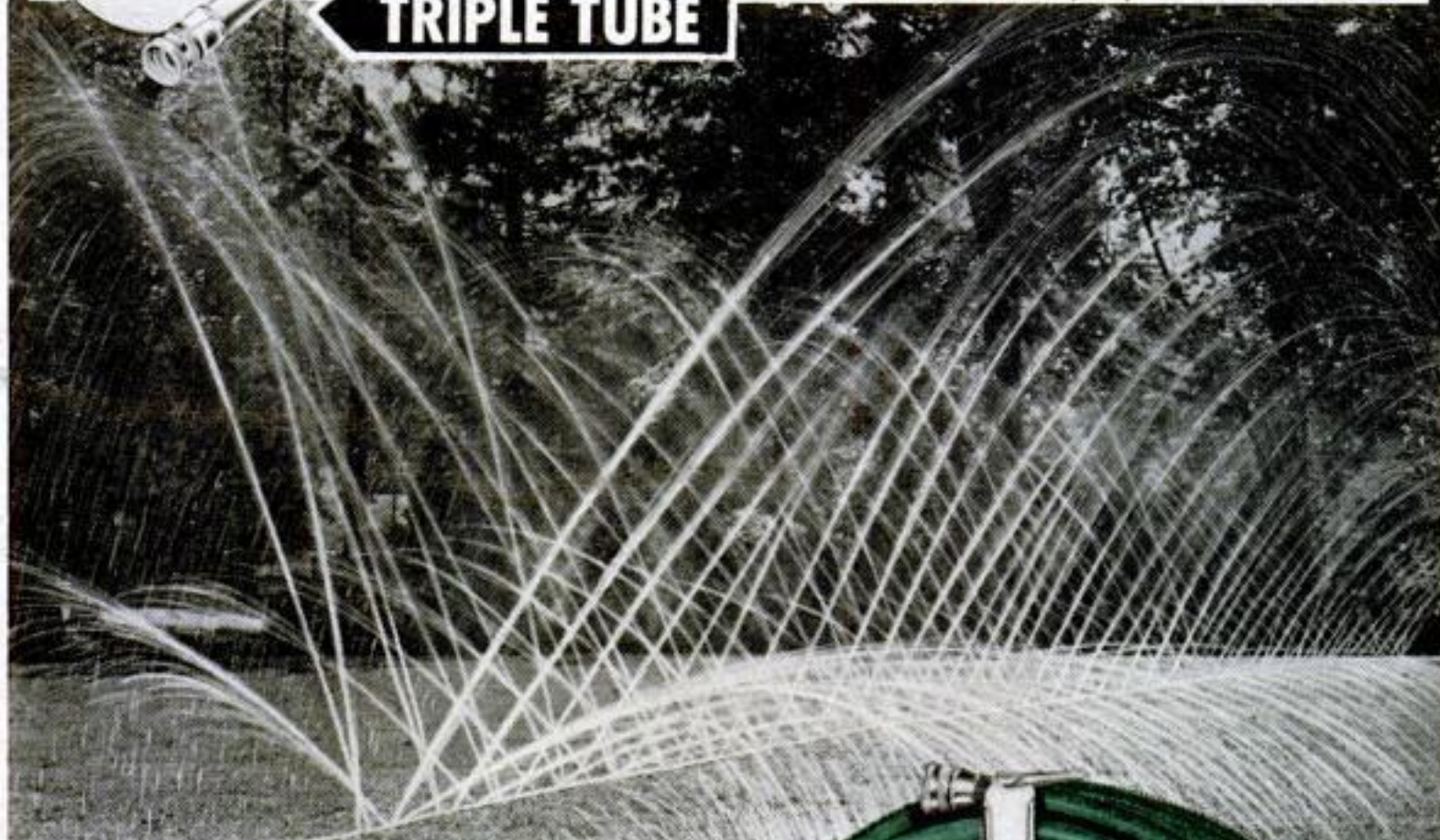
25 foot length covers a rectangular area 25 ft. long by 25 ft. wide (625 sq. ft.) **\$3<sup>98</sup>**

50 foot length covers a rectangular area 50 ft. long by 20 ft. wide (1000 sq. ft.) **\$5<sup>98</sup>**

PRICES INCLUDE STORAGE REEL

\* U.S. Pat. 2,621,075. Other Pats. Pend.

**TRIPLE TUBE**



## GET SUPPLEX® GARDEN HOSE

with the **FREE REEL**

50 FEET **\$8<sup>95</sup>**



**REINFORCED with TIRE-CORD**

So light you can pick up 50 feet of hose with one finger, reel and all. Yet so tough you can actually **shut it off at the nozzle** and leave it **under full pressure in the hot sun for days!** That's SUPPLEX GARDEN HOSE,—all plastic for light weight and TIRE-CORD REINFORCED for greater strength.

And tough, lightweight SUPPLEX HOSE is easier than ever to handle on this new sturdy **FREE REEL**. Just set it up near your faucet and reel out hose as you need it. No snags, no snarls, no struggling with hose. Wind the hose up again and leave it there on the reel all season, neither sun nor storm can harm it. Ask your dealer to show you the new SUPPLEX GARDEN HOSE ON THE **FREE REEL**. Water the easy SUPPLEX way from now on!

At better Hardware, Garden Supply, and Department Stores.

**SUPPLEX CORPORATION, Garwood, New Jersey, Dept. 40,**  
Division of Industrial Synthetics Corporation

CONTINUED



## NAVY TRIES OUT ITS POGO STICK

While the Air Force was hurtling one uncomfortable man horizontally across a desert, the Navy was shooting another uncomfortable man vertically up into a hangar. Last week a test pilot crawled into the Navy's new "Pogo Stick" Convair plane (LIFE, March 22), lay on his back with his legs at a 45° angle and his feet higher than his head and sent the fighter plane 60 feet straight up in the air on its first public demonstration. Tethered by guy wires as a safety precaution, it rose, hovered and landed repeatedly within an amazingly small area only 30 feet in diameter. Two sets of counterrotating blades lift the plane vertically, then continue to propel it as it noses over for level flight.



# Add spice to Dad's life

## Old Spice FOR MEN



**SINGLE ITEMS:** Stick Deodorant, 1.00 • After Shave Lotion, 1.00 • Shaving Mug, 1.25 (Refill, .75) • Pressurized Smooth Shave, 1.00 • Shaving Cream, Brushless or Lather, .50  
**GIFT SETS:** Lotion, Cologne, for electric shavers, 2.00 • Talcum, Smooth Shave, Lotion, 3.00 • Shaving Cream, Travel sizes Lotion, Talcum, 1.50 • Lotion, Mug, Talcum, 3.25

Other sets and single items from 1.00 to 5.75  
 Prices plus tax, except on Shaving Cream and Soap

**SHULTON**  
 New York      Toronto

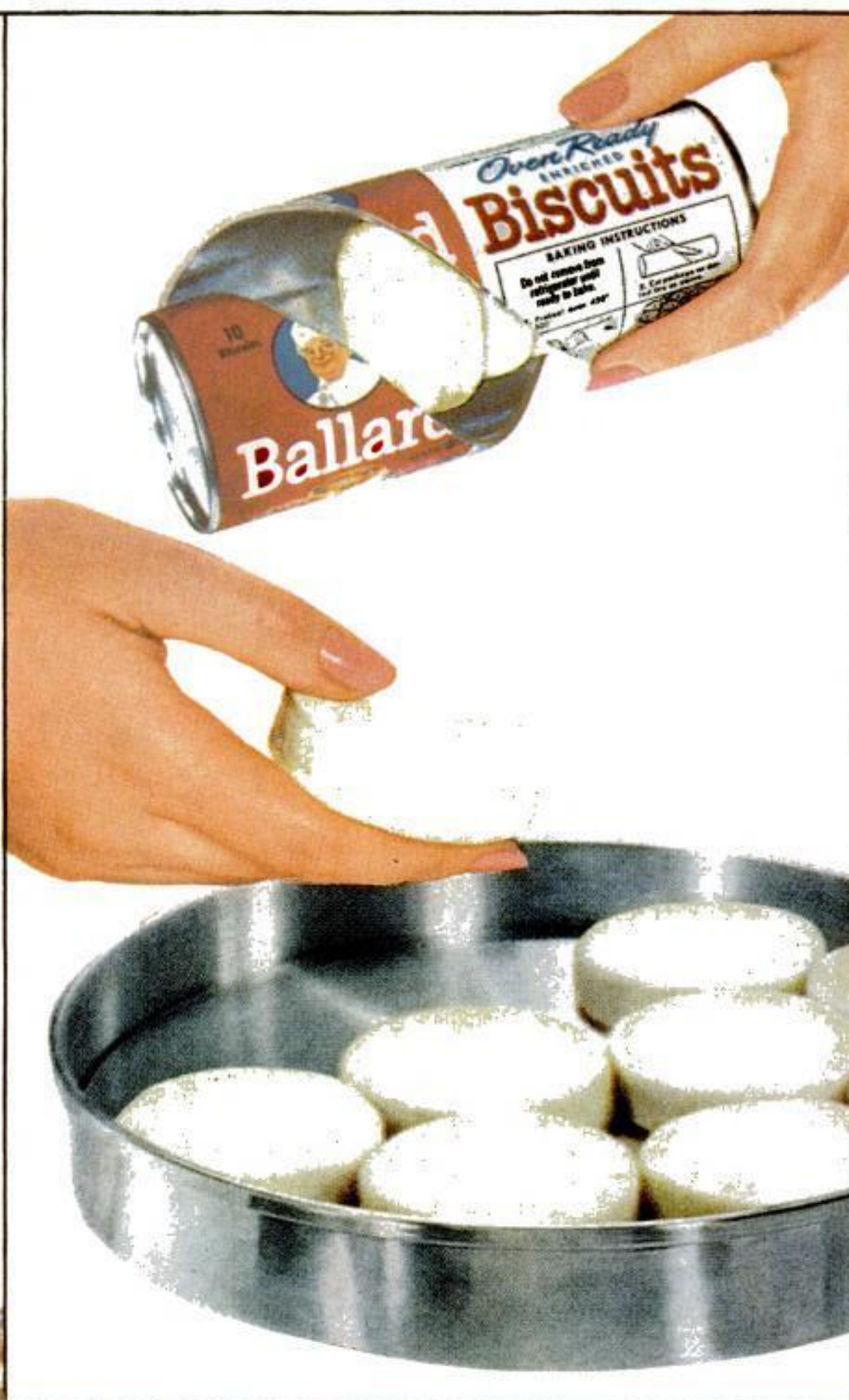
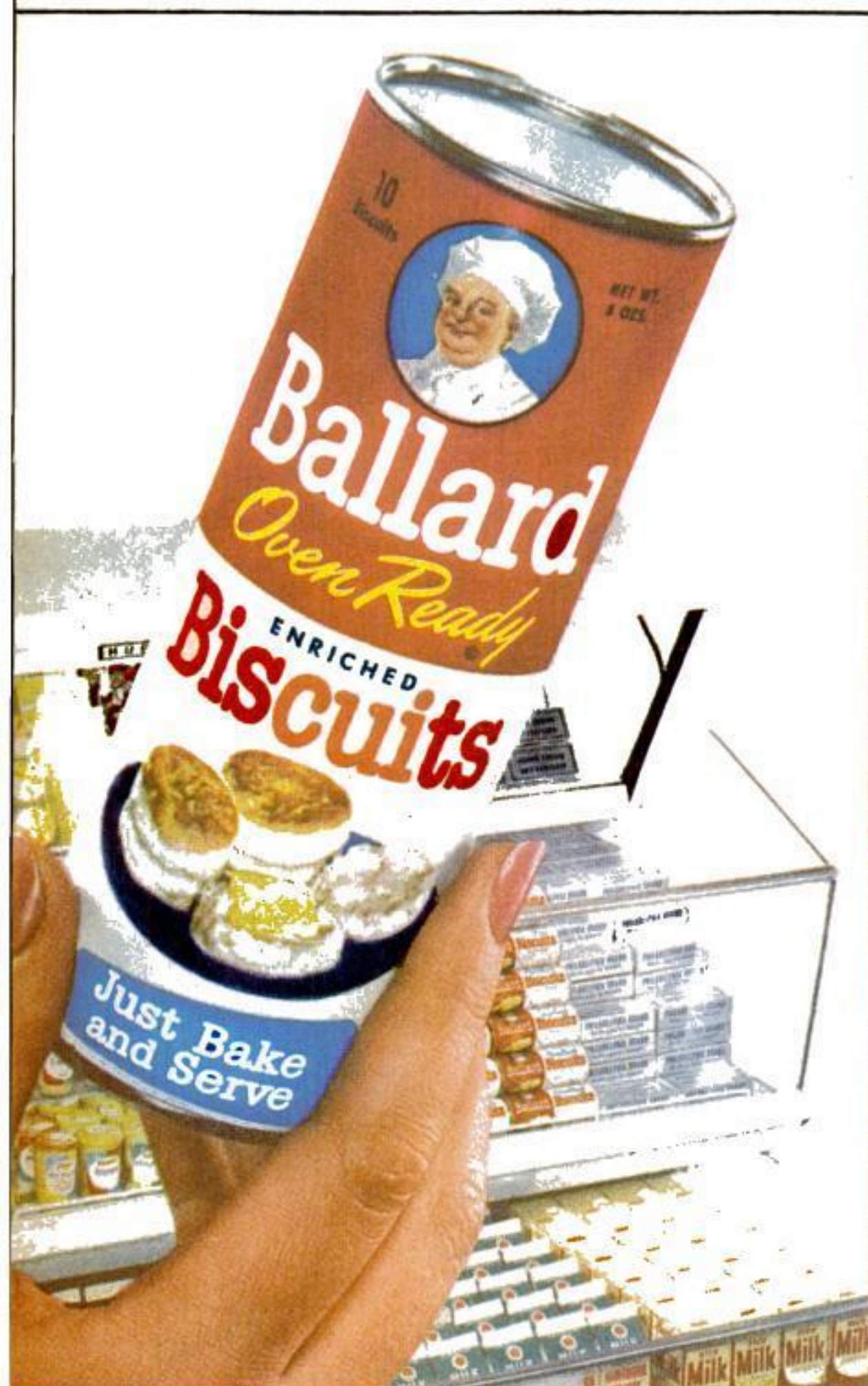
**FATHER'S DAY—June 20**



# Shortcut to Sh

All it takes is a package of Ballard *OvenReady* Biscuits...9 minutes to bake 'em

...and big, luscious strawberries, fresh or frozen!



Ballard *OvenReady* Biscuits look like this when you buy them... from your grocer's dairy case.

...like this when you open them...

*Cut and twist the package, out pop 10 perfect unbaked biscuits. You just bake 'em 9 minutes. No mixing, rolling, cutting; no sticky dishes to scrub up.*

...and like this when you bake them!

*Perfect biscuits for shortcake! Fluffy, light, golden-cruled.*

# Ballard *OvenReady*

*Only pennies a package at your*



# Shortcake!



Butter 'em hot, heap 'em with juicy berries—fresh or frozen. No doubt about it —Ballard OvenReady Biscuits are the shortest shortcut to wonderful shortcake!

# Biscuits

*grocer's dairy case!*



Get 2 or 3 packages today!

Copyrighted material





## Midsummer Night's Dream *—just for you*

Sit back and dream a bit...

Of a soft June night when spring and summer join together...

And the stars twinkle in the velvet cushion of sky overhead...

And you two are one with the night and the mood, moving with the breeze in the open splendor of your Buick Convertible.

Yes, it's the car that makes the most of your dreams and your moods and your motoring—this gleaming beauty of a Buick.

Its styling is right out of tomorrow, where dreams come from.

Its top and its windows move with consummate ease to fit the scene, the mood, the weather, the season.

And when you travel in this gorgeous grace of automobile, you travel with soaring spirits.

For here is the serene might of great V8 power. Here is the infinite smoothness of Twin-Turbine Dynaflow.\* Here is the gentle levelness of the famed Million Dollar Ride. Here is the wondrous handling ease of an advanced front-end geometry, and of Safety Power Steering.\*

So why wait?

You can make your dream come true

with any one of *four* Buick Convertibles — and at prices starting just a few dollars above similar models of the "low-price three."

We're waiting to show you. Why not drop in this week?

*When better automobiles are built Buick will build them*

**BUICK**  
*the Beautiful Buy*

\*Standard on ROADMASTER, optional at extra cost on other Series.

## See Your Buick Dealer

Copyrighted material



Photographed for LIFE by  
CARL IWASAKI

**DAYDREAMING.** Barbara and Morrie get away from five other teen-age couples on picnic in the mountains near their Colorado homes. Here they rest briefly against rocks after a half-mile climb.

# Going Steady



## TEEN-AGERS FIND IT IS A HAPPY GUARANTEE OF DATES

"After we had three or four dates," Barbara King recalls wistfully, "I knew I wanted to go steady with Morrie. I hinted and hinted and hinted—and finally he asked me." From that day last fall, at the start of their senior year at Greeley, Colo. high school, through last week when they were graduated as honor students, Morrie Mawson and Barbara, both 17 years old, have spent a part of almost every day with each other.

They are affectionate, and openly so. They do their teen-age share of "parking," today's term for necking, but "we don't make a production of it." They visit freely back and forth, and their parents accept it smilingly if sometimes with silent doubt. Their hands touch often, in school, at church, on the street. When a dozen Greeley teen-agers made plans for an outing (*above*) in the mountains near Big Thompson River, there could be no question whatever that Morrie and Barbara would be there together. Since they started going steady, they have dated only each other.

A generation back the candor of such a relationship at such a tender age would have raised eyebrows. Today Barbara and Morrie are anything but unique. In Greeley some 25% of the high school crowd are similarly spoken for; elsewhere the figures run to 50%. To teen-agers who go steady it is basically a form of guaranteed dating. For girls it solves the problem of whether they will be invited out. For boys it saves the expense of making a big impression on a series of new girl friends. Though parents worry about their youngsters "tying themselves down" too early, few teen-age couples like Barbara and Morrie seriously look ahead as far as marriage. Denver's Judge Phillip Gilliam, an authority on family problems, acknowledges a potential danger of "steadies" cutting themselves off from other people their age. But he also observes, "Many marriages fail because the young people didn't take time to know each other. Going steady gives them this chance—and gives parents a chance to know the youngsters."



# TOGETHER—EARLY, LATE



**EARLY MORNING VISITOR**, Morrie calls for Barbara on the way to school and tries out on her parents some jokes for speech he is to give in class.

Barbara and Morrie have it better than some couples. They have known each other for years—Barbara once went out with Morrie's older brother—and, subject to fairly rigid week-night hours, they have the approval of both parents. Appreciative of this confidence, the youngsters talk freely with their families about their reasons for wanting to go steady. Barbara says, "It's happiness all the time and sometimes being miserable, too, but mostly it's being happy together." For his part, Morrie says, "It's the way she looks at me."

Their casual ardor is noticeable in such activities as homework (*opposite page*), a scene that made Morrie's mother inquire, "If you kids want to neck, why don't you neck? If you want TV, why don't you watch TV, and if you want to study, why don't you study? I don't see how you can manage all three at once."

**MEMBERS OF STUDENT COUNCIL**, THEY MEET DURING SPECIAL CLASS IN GOVERNMENT AND HOLD HANDS



**CROWDING INTO PHONE BOOTH** of a downtown store, Morrie provides lap space as Barbara calls mother to say they will be late for dinner and



**OUT SHOPPING**, Barbara stands by admiringly (*above*) as Morrie tries on new jacket for school formal. It was surprise gift from his grandmother

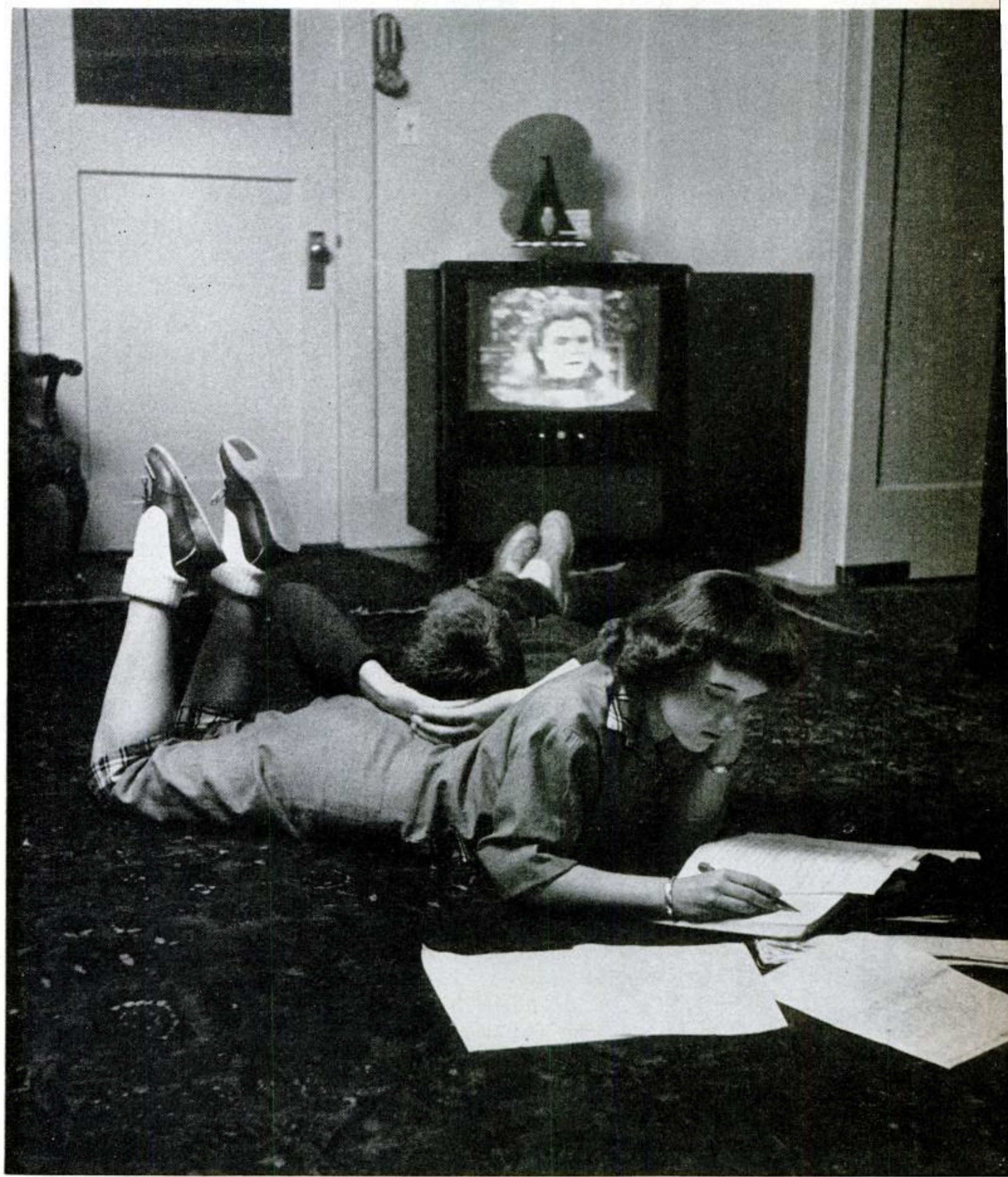




to ask if she might charge a new dress to family account. Mrs. King remained unconvinced, however, and deferred the purchase until she could see it.

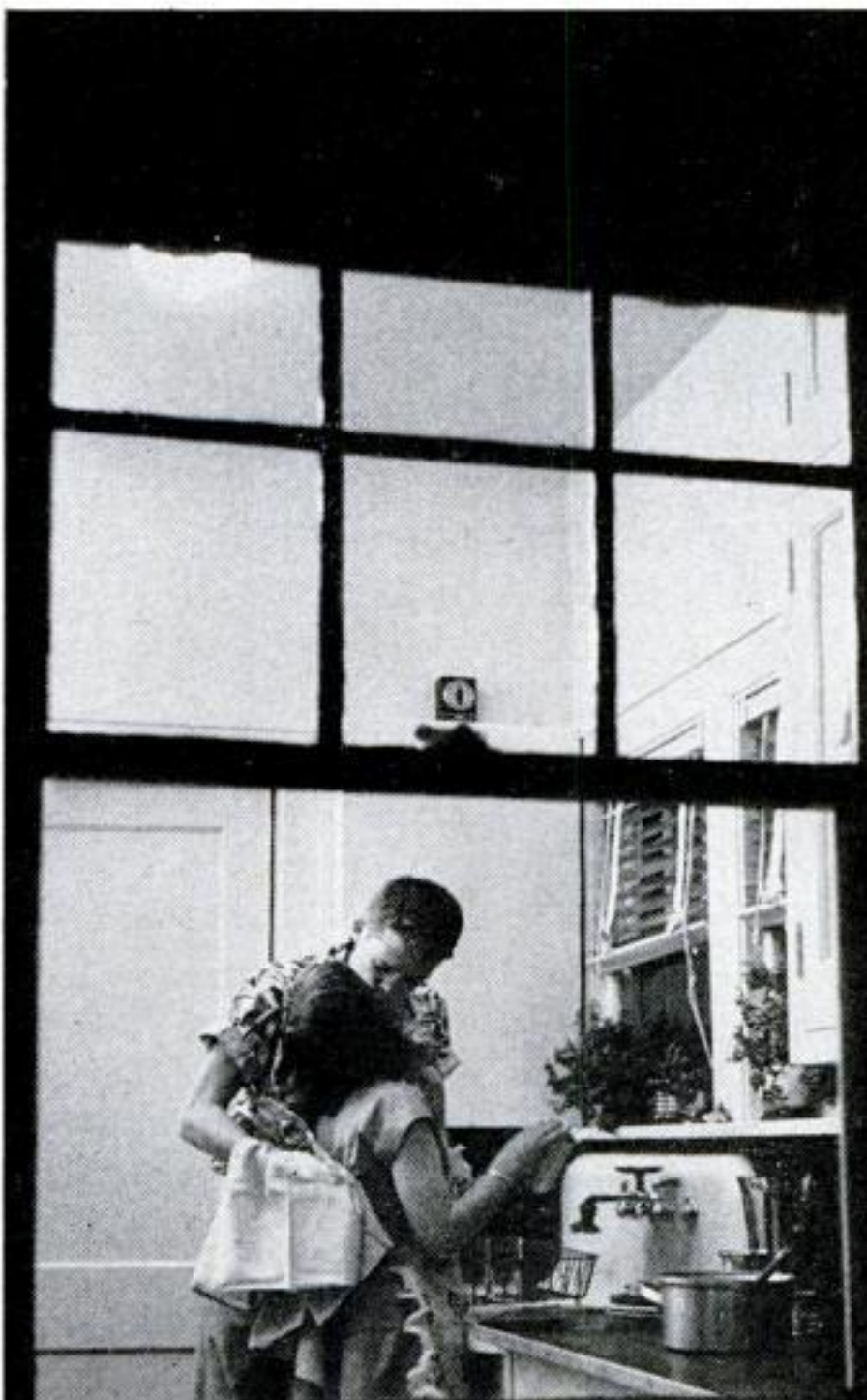


who used ruse of sending Morrie to pay bill. Later (right) Morrie returned favor by going with Barbara to buy a dress and offering masculine advice.



**DOING HOMEWORK**, Barbara stretches out in living room of Morrie's home as Morrie, who already has finished his lessons, watches television. Earlier

in the evening they had been run out of Barbara's home by her otherwise sympathetic father who for once insisted on seeing a program of his own choice.



**AT LATE-SNACK HANGOUT** Barbara wipes ice cream from Morrie's sweater. He dismissed episode: "Last summer I was named slob of the year."

← **DOING THE DISHES** after dinner with family at Barbara's home, Morrie pitches in, explaining, "With Barbara this is no chore, no chore at all."





SHOWING FORM THAT MADE HIM TENTH MAN ON SCHOOL GOLF TEAM, MORRIE DRIVES AS BARBARA, IN SHIRT MATCHING MORRIE'S, WATCHES PROUDLY

IMPATIENT AT BARBARA'S TOE-TESTING OF POOL, MORRIE LIFTS HER SQUEALING INTO THE AIR AND DUMPS HER INTO THE WATER OF RESORT HOTEL POOL.







**ON BIG DATE** at Colorado Springs, Morrie and Barbara, accompanied by school friends Jim West and Joan Kintz, also "steadies," are served in style.

## GOING STEADY CONTINUED

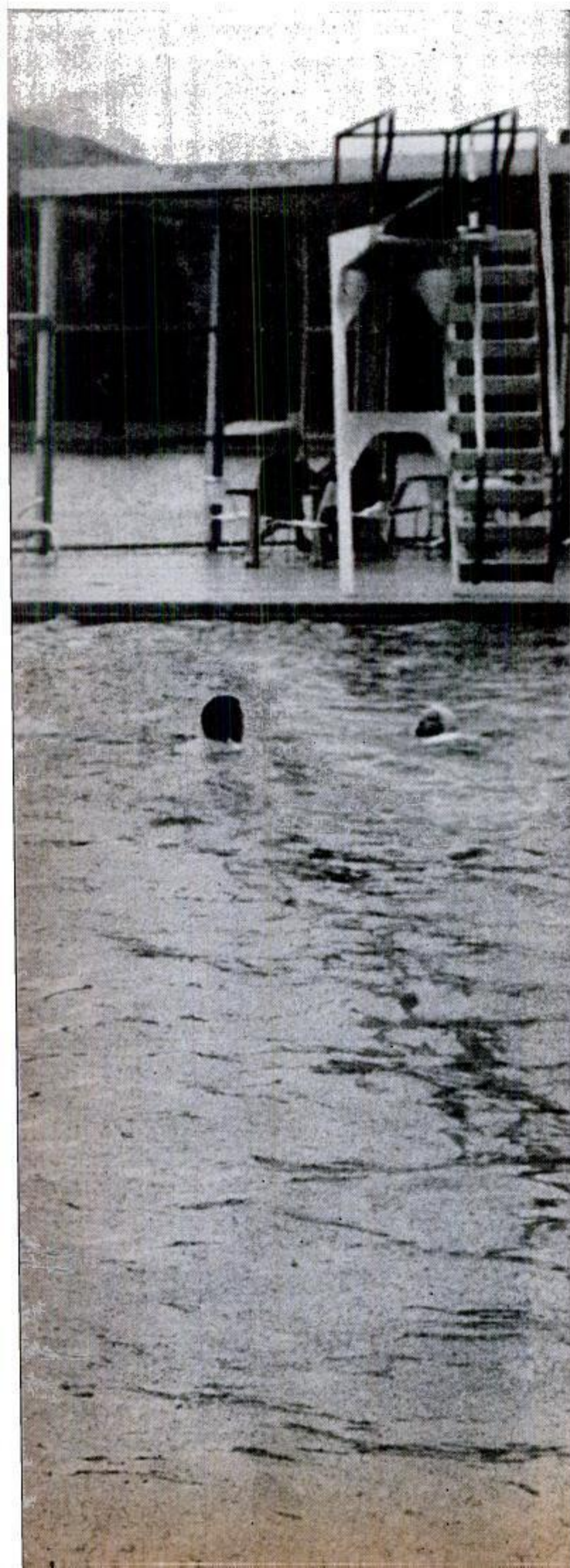


ENJOYING USE OF MRS. MAWSON'S CONVERTIBLE, MORRIE AND BARBARA "CRUISE" THROUGH TOWN

## SMALL CROWD, BIG DATE

With surprisingly mature understanding Barbara and Morrie make a point of doing little things for each other to show that they do not take each other for granted. Though Barbara says that golf is "nothing but walk, walk, walk," faithfully she follows Morrie around when he plays (*top left*). And though Morrie would prefer to "tear like mad" when he is at the wheel of a car, he considerably holds the speed down when Barbara is along (*above*).

They like going around with other teen-age couples, whether to a throw-together dance (*below*) where they may be more engrossed in the "steadies' clutch" than in their footwork, or to big events like a double date at Colorado Springs for a meal and a swim. Morrie's mother went along with the four youngsters as chaperone but nobody seemed to mind, particularly when she offered to pay part of the \$30 tab the boys had to square up before leaving.



**IMPROMPTU DANCE**, organized when word got around that a student jazz group was holding a midweek jam session, brings Morrie and Barbara

and three other "steady" couples to the home of one of the musicians. Of his foot-crunching dance technique, Morrie concedes, "It's for the birds."



## A TIFF, A TRIBUTE

Spending so much time together leads to an occasional squabble (*below*), and when Barbara and Morrie spat they recite every imagined meanness that ever has marred their idyl. Seeking reassurance, one asks, "Do you still want to go steady?" and the answer usually is, "If you do." The worst threat Morrie can fling is, "O.K., I'll go back to the guys," and then Barbara pleads, "Let's not fight anymore, ever." When all is going well, Barbara will receive a "happy, happy" gift from Morrie (*opposite page*), the more welcome because its coming is utterly unpredictable.

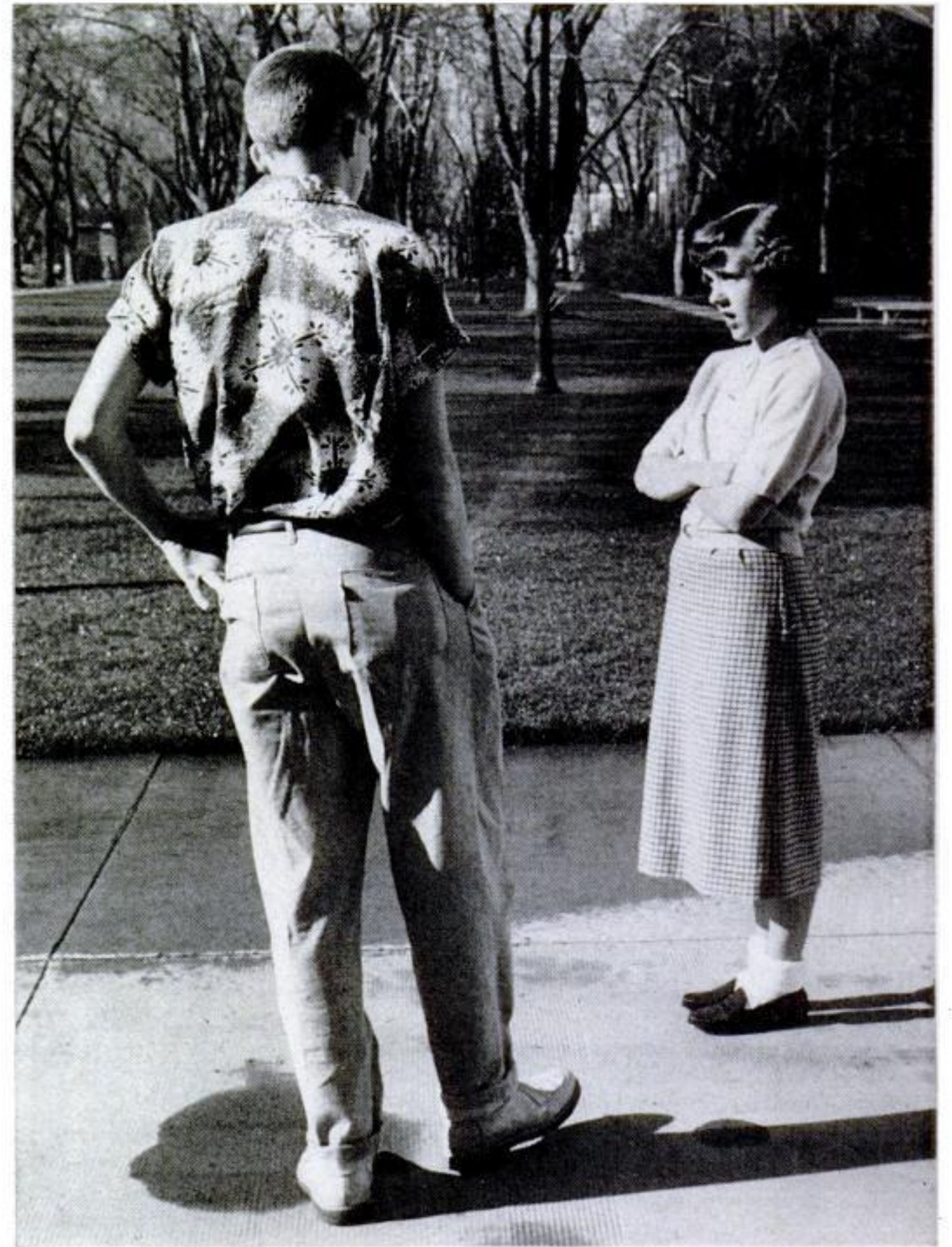
The summer ahead is filled with some uncertainty. Though both have won college scholarships Barbara will work as a typist in Greeley while Morrie is away at Estes Park working in a restaurant to help pay future school expenses. They do not say it, but each is aware that next fall when they enter college everything may be different and they may find themselves going steady with a boy and a girl they now do not even know.



**SUNDAY SCHEDULE** for Morrie and Barbara centers about Park Congregational Church where together they attend services (*above*), a Bible class and an evening meeting of a youth fellowship of which Morrie is the state president.



**PROFICIENT PIANIST** Barbara, who has won honors in state contest four years, plays at Morrie's home for his grandmother (*center*) and mother. Morrie loyally tries to stay awake. He thinks Barbara plays "too much classical stuff."



**SATISFACTORY SPAT** (*top*) starts as Barbara objects to Morrie's refusal to take her side in argument between Barbara and her mother, moves by stages to apology by Morrie (*lower left*) and (*lower right*) the happy moment of make-up.

**BARBARA EXULTS OVER UNEXPECTED TRIBUTE—A ROSE AND A CANDY BAR** →







# Attention ALL



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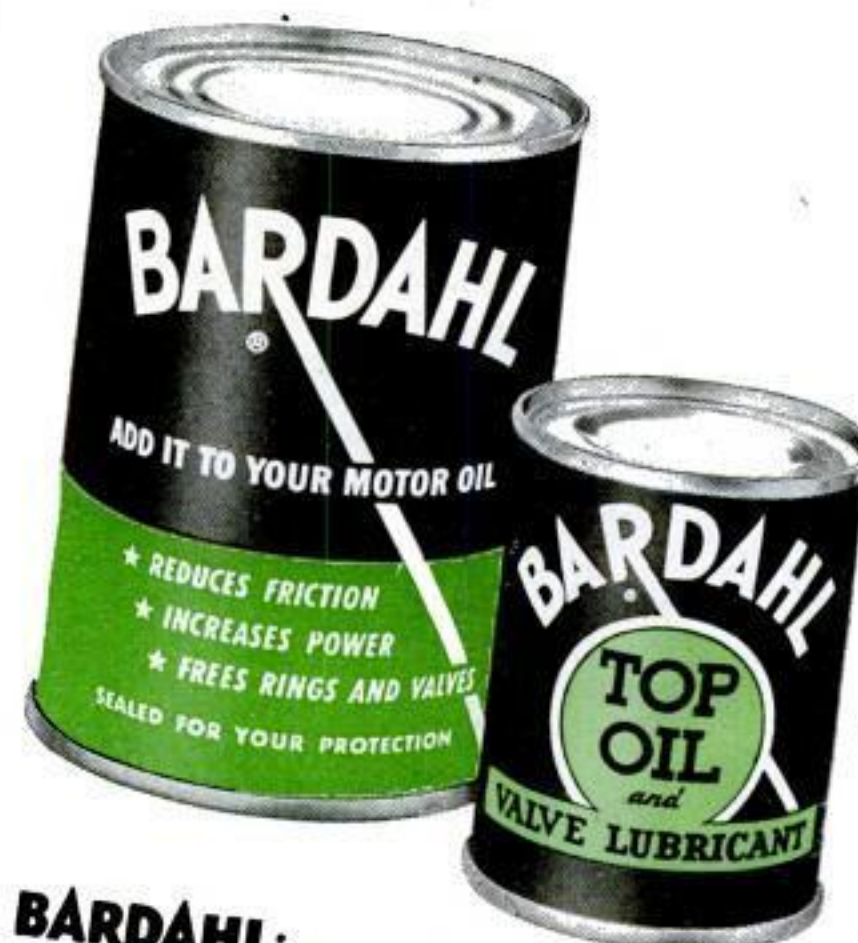
Remember -- this gang has left a trail of crippled cars from coast to coast. They will not be stopped easily. At first sign of trouble, go to your nearest gas station, garage or new car dealer. Ask for BARDAHL.

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Keep adding 1 quart of BARDAHL with every oil change, BARDAHL TOP OIL with each 10 gallons of gas. Only then, will you be safe.

The Authorities

\* **WATCH** your TV screens for the **LATEST BULLETINS** on the whereabouts of these hunted criminals! Brought to you as a public service by **BARDAHL.**

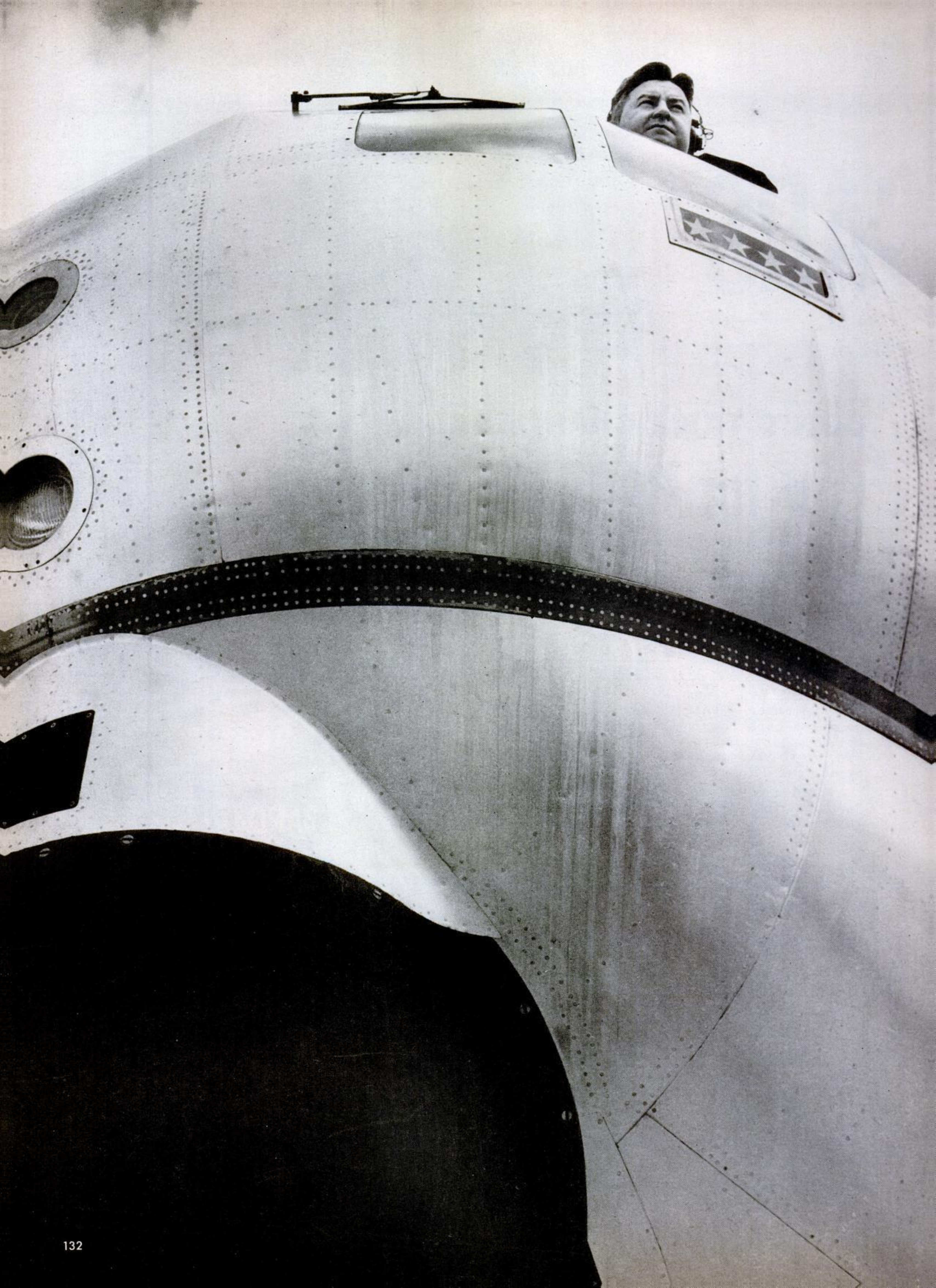


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# TOUGHEST COP OF THE WESTERN WORLD

Curtis LeMay, the boss of U.S. Strategic Air Command, directs an incessant H-bomb war game to keep it from becoming reality

by ERNEST HAVEMANN

**W**HEN the weather is right, the contrails tell the story. The New Yorker can look up and see them; so can the San Franciscan; so can the residents of dozens of cities in between. For the Strategic Air Command is always practicing, leaving its long white vapor trails as the B-36s and the B-47s make their lonely bomb runs eight miles high in the upper atmosphere, or sometimes a converging pattern of trails as fighter jets try to intercept them. To the earthbound citizen this mock battle is a kind of space-cadet fantasy—soundless, invisible save for those spreading puffs of vapor or the chance glint of sunlight off a faraway aluminum wing. Actually it is grim and serious business, all too real, conducted with an amazing verve and discipline by the most dedicated and single-minded military men the U.S. has ever had in peacetime.

There was a time when training flights of U.S. bomb crews were a purposeless routine known by the fliers themselves as merely "boring holes through the air." But today the boss of SAC is relentlessly efficient General Curtis E. LeMay, the toughest air soldier the world has ever known, a quiet and implacable perfectionist. Under LeMay, SAC is a hard, tight outfit which could go to war tomorrow morning without blinking an eye.

The airmen of SAC have their bags packed. Even in their off hours they can always be reached. Their planes are as ready as the best teams of maintenance men can make them. Every plane has an untouchable flyaway kit of enough spare parts for 30 days' operation—and 30 days is at least 15 times as long as anybody in SAC thinks an air war would last. Every first-line crew, the so-called "select crews" chosen after long and remorseless competition in navigation and practice bombing, has its chosen target inside Russia. Be it Russian military base or Russian industrial complex, the crew has bombed it by proxy dozens of times, in the form of some piece of U.S. geography with similar contours. If disaster should ever come and these crews should find themselves over Russia, they would feel right at home and know exactly what they were doing.

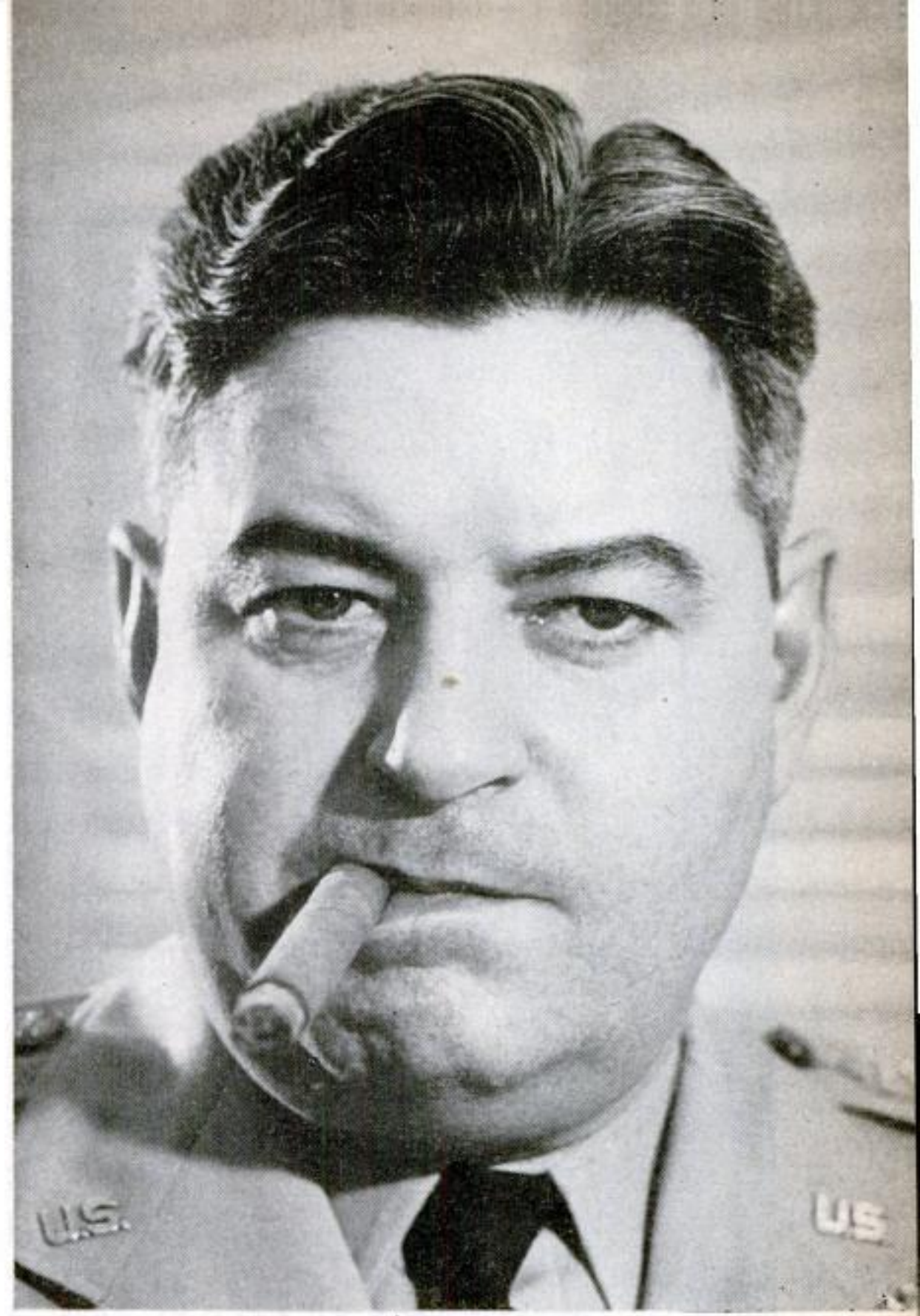
In their day-to-day training these men do everything but drop an actual bomb. They fly missions that last as long as 40 hours. They travel a distance as far as from Texas to the heart of Russia and back. They fly so long between take-off and landing that the pilots have to practice these operations separately lest they grow dangerously rusty. They refuel their giant planes from tanker planes that rise to meet them, almost as casually as a motorist drops in at a roadside filling station. (Somewhere in the world a SAC tanker refuels a SAC bomber every five minutes of the day and night. "We refuel 'em," said one high officer recently, "whether they need it or not.") The airmen wear full battle regalia. The bombardiers line up the bomb run, pinpoint the target and open the bays, while a ground radar station at the target point measures where the bomb would have dropped and cameras keep a record of how well the gunners would have done against their fighter opposition.

Just 15 years ago, before the U.S. got into World War II, our airmen were bragging that their top-secret Norden bombsight would enable them to drop bombs at 25,000 feet from their 250-mph B-17s into the mouth of a pickle barrel. Today the Norden bombsight is a musty antique. The new bombers are just beginning to climb at 25,000 feet and they fly more than twice as fast as the quaint old B-17. The officers of the new Air Force are too experienced and too sophisticated to make any rash claims about hitting a barrel mouth, but they actually *know*, thanks to all their electronic measuring devices, exactly how close they can come to any kind of target under any kind of conditions. They know for a fact that their radar equipment enables them to bomb more accurately on a pitch-black night, over terrain completely covered by clouds, than the B-17 bombardiers were able to do on a sunny day. They are terrific competitors, these new bomb crews, and when their accuracy goes off by a few hundred feet they act much like a baseball player who has muffed a double-play grounder. But even the kind of bombing they consider deplorable would be more than enough, with the destructive range of the atom or hydrogen bomb, to destroy their targets. There are no near misses in SAC.

One thing General LeMay demands of his outfit, unique in U.S. military annals, is the attitude that the war might start any instant. He likes to tell himself and everyone else in SAC, "Somebody might blow the whistle on us tomorrow morning." When he became head of SAC in 1948, his equipment was mostly B-29s and B-50s. Since then he has received large numbers of B-36s, the big intercontinental bomber with six piston and four jet engines, and B-47s, a smaller all-jet bomber of great speed. The easy way to make the transition between planes would have been to simply fly the B-50s away from one airfield, fly the B-36s in and then give all the crews at that field the six months of intensive training needed to learn to fly the B-36 in combat. This, however, would have cut one whole group off the combat-ready list. So LeMay has performed an incredible job of juggling, keeping the B-50s, the B-36s and all the training programs in the air at once. He will soon get the first models of the successor to the B-36, a new, much faster and far superior all-jet heavy bomber, the B-52. These too will be folded into the program without losing a single day of combat readiness for a single plane.

During LeMay's early days in SAC the defense program reflected the casual attitude of Secretary of Defense Louis Johnson, and what little combat strength the U.S. had was going rapidly downhill. Despite grave deficiencies in equipment, manpower and budget, LeMay took SAC by the scruff of the neck, gave it one quick shake and soon had it bristling.

Visiting the flight line at any SAC base under the LeMay regime, one might think that war had begun. Many of those working on the line carry carbines or side arms. There is always a crew of Air Police with machine guns lurking somewhere nearby. SAC would obviously



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**SECURITY** is evident everywhere on SAC bases. Here helmeted Air Police at Carswell Air Force Base, Texas patrol field in machine-gun-armed truck.

#### LeMAY CONTINUED

be a prime target for sabotage or sneak attack in event of war and LeMay is taking no chances. Indeed, his security forces are constantly playing a game—sometimes ludicrous but always with the grimmest of overtones—designed to keep everybody in SAC alert to the danger of espionage. At Offutt Air Force Base near Omaha, the SAC headquarters, a general once admitted a group of telephone maintenance men to his office to work on the wires. Just as they were leaving, a sudden thought struck him: These men were dressed as GIs in fatigues, but for that particular type of work servicemen from the telephone company always took over. Brandishing his automatic pistol, the general rushed wildly from his office and halted the men. Sure enough, they were security agents, there to show him the error of relaxing. Hidden under his desk was a beer can marked: THIS WILL BLOW YOU UP AT 1050 HOURS.

More often the security agents, even though they go so far as to dress like visiting officers traveling on counterfeit passes, are caught at their masquerade before they can plant their make-believe bombs. SAC has become perhaps the most security-conscious military outfit in the Western world, operating behind double fences with electrically controlled locks and guarded by alert Air Police chosen for their suspicious natures. "The security agents may get past the first gate," said one officer, "but they don't get anywhere critical any more."

One night a lieutenant colonel piloted a transport C-47 into a SAC base and was amazed when a jeepload of Air Police armed with machine guns accompanied him right down the runway until he braked his plane to a stop. The explanation was that his flight plan had not been transmitted to the field and the APs were taking no chances, even though the control tower could identify the plane and was talking to the lieutenant colonel by radio. Civilians have been similarly surprised. A man with binoculars, seized by APs near Offutt Air Base, has decided to do his bird-watching on the other side of Omaha. A photographer sent out by a real estate firm for pictures of a farm hopes that future assignments will be farther removed from SAC property. Sometimes the zeal for security results in serious embarrassments, as when a SAC warrant officer grew suspicious of a bona fide SAC captain and made him lie on the floor at pistol point for a half hour until the suspicions were banished. These incidents serve only to emphasize that SAC, regardless of the mood in the rest of the nation, is unlikely to be caught napping.

General LeMay, an only slightly mellowed fire-eater at 47, is ideally suited by reputation and demeanor to keep his command at the peak efficiency which world conditions and U.S. military policy demand. He is himself an expert flier with more than 9,000 hours in the air, including some of the roughest combat missions of World War II. He can fly any of SAC's planes, including the brand-new B-52, as well as the best of his pilots. He is also an expert navigator and bombardier and could show his maintenance crews a trick or two of the grease monkey's art. (He likes to spend his free evenings working with the mechanics on the racing cars

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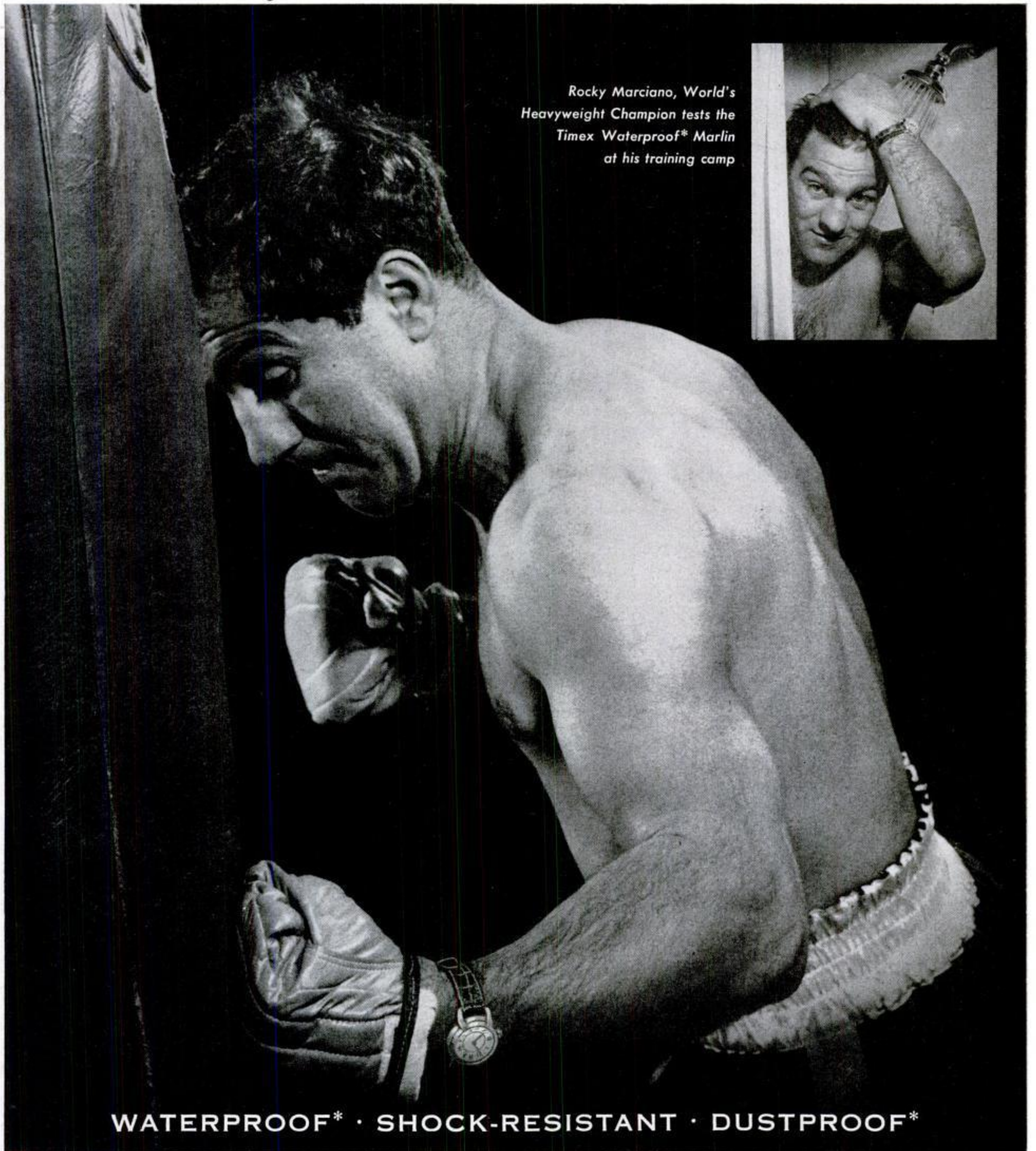
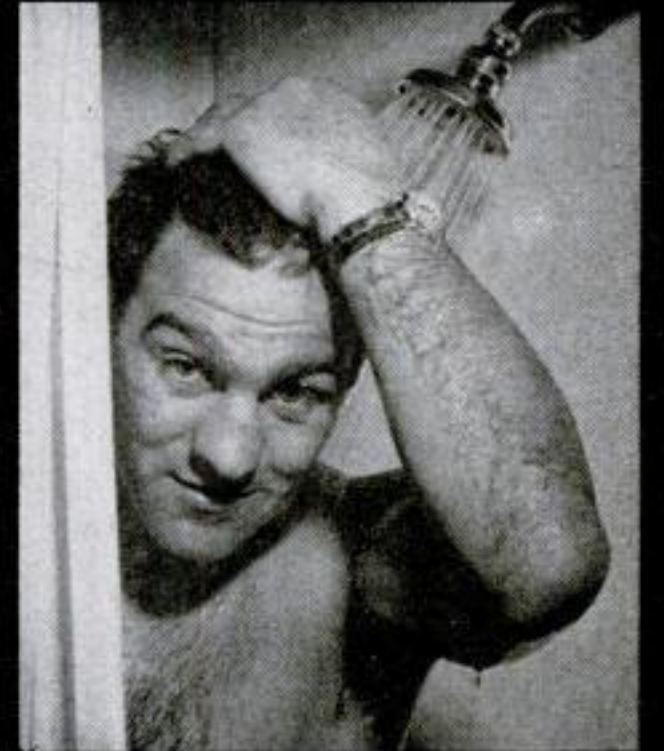


# TIMEX

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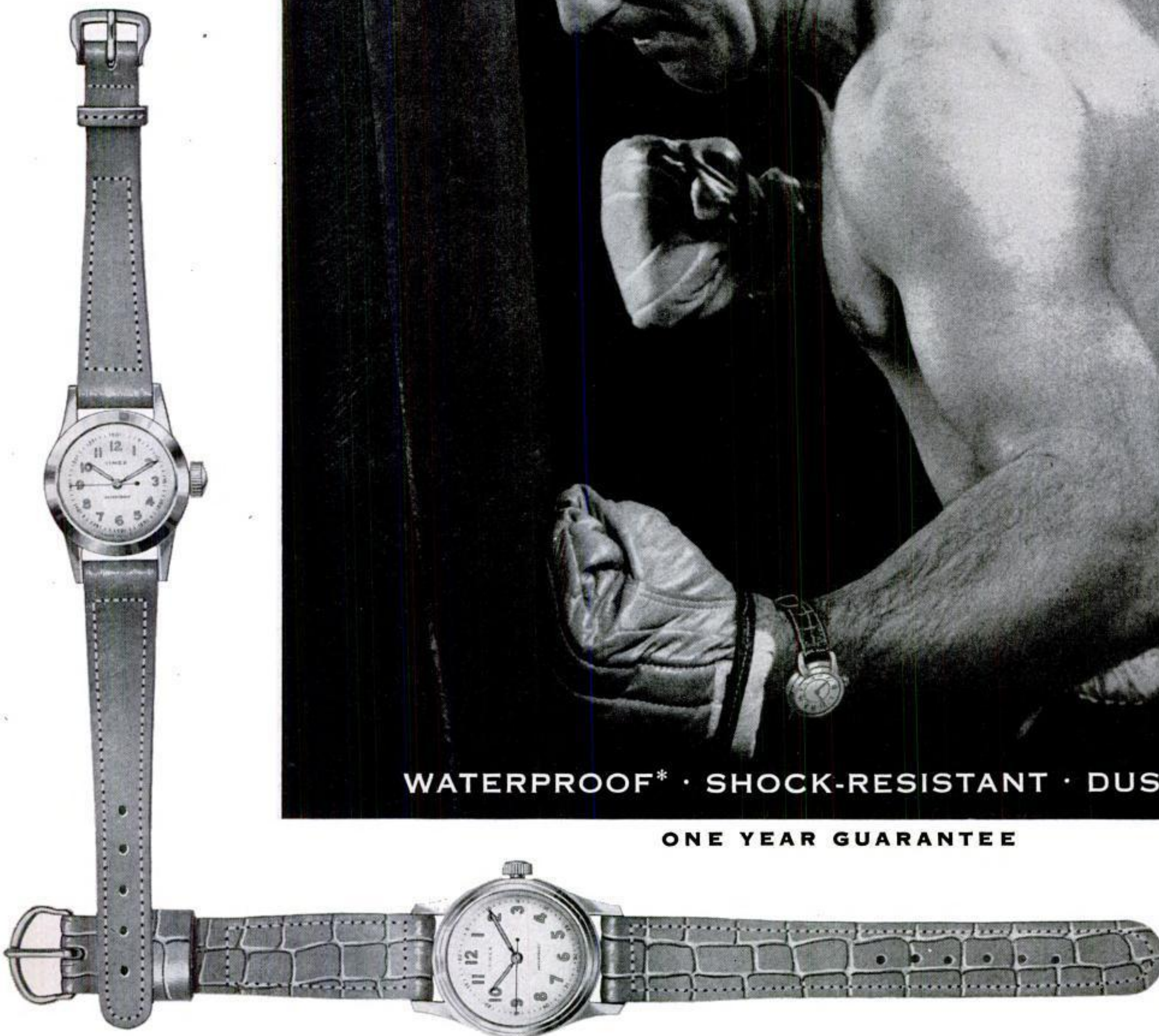
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## LeMAY CONTINUED

in the Offutt hobby shop.) In manner he is dark, burly and fierce—a man whom nobody in his right mind would want to cross.

His crews tell legends of him. They say that once he went along in the copilot's seat to observe a SAC bomber flight. Before take-off the pilot asked him to put out the cigar he was smoking. "Why?" demanded LeMay. "Well, sir," said the pilot, "there's a regulation against smoking while on the ground." Said the general, "I made the regulation and I can break it." The pilot explained gently, "With gas fumes inside, there's a chance the plane might catch fire." Whereupon the general snorted, "It wouldn't dare!" This story and the others of its kind are pure fabrications, of course, but they tell something important about LeMay's standing with his men. Unlike the walking-on-water stories that the troops used to tell about General MacArthur, the jokes about LeMay hold more affection than malice. They indicate what is perhaps the nutshell truth about LeMay: he is a hard taskmaster, all of whose tasks make sense. One officer who served, suffered and reached the heights of accomplishment under him has said, "He's tough—but he's not stupid tough."

LeMay is that rare thing, particularly among fliers of his generation: a man of absolutely no pretensions. He does not like unnecessary talk and never engages in it. A flight engineer who once made a trip from England to Washington with him swears that shortly after the take-off LeMay noticed a sparkplug lying in the cockpit. "Take that off the floor," he said, and then did not utter another word for the entire journey. When he does speak, it is in a soft Ohio drawl, so quiet that listeners often have to strain to hear him. New members of his staff who go to him for a decision sometimes leave his office wondering what he meant; they have not yet caught on that he likes to listen and think in utter silence and signal an affirmative decision simply by making a little palm-up gesture with one hand. If he rejects the idea, of course, they are likely to be left in no doubt whatever. When the general disapproves of something, his smooth dark jowls set in an expression of utter distaste and his quietest remark takes on a whiplash quality that leaves lesser men cowed.

## No spit and no dowagers

LEMay is no spit-and-polish general. Nor is he the type of military man who can ingratiate himself with congressmen, publishers and society dowagers. He has no sense of politics or even tact. To him a proposition either makes sense or it does not. If it does make sense, it needs no fancy slick talk. If it does not, all the snake oil in the world cannot hide the fact. LeMay has impressed a good many congressional committees simply by his irrefutable logic and obvious common sense. But for the job of going hat in hand to a committee, trying to appease it or sell it a bill of goods, he would be the last candidate in the world. In fact he would never accept the job anyway.

Being the kind of man he is, LeMay has had some quiet but epic quarrels with the Pentagon over strategy and tactics; indeed there has hardly been a time since the end of World War II that he and the high command saw eye to eye on all topics. Often he has been proved right; sometimes, as in his original dislike for the B-47, he had been proved wrong. But in no case has he tried to conceal his opinions or mollify his superiors. This raises the highly interesting question whether he will ever become Air Chief of Staff, a post for which his record obviously makes him a leading candidate.

Aside from his distaste for the niceties of peacetime military etiquette, however, LeMay and the Air Force seem to have been made for each other. The Air Force has in many ways been a lone-wolf proposition: the fighter pilot alone in his cockpit, the tail gunner isolated in his turret. The combat air commander, in particular, requires a high degree of self-reliance and tolerance of loneliness. LeMay, the oldest of six children of a common laboring man, was forced to develop these traits from the start. In Columbus, Ohio, where he spent most of his childhood, he sold newspapers, shoveled snow, hauled ashes and delivered telegrams. In what little spare time he had as a schoolboy, he liked to dabble in radio by building crystal sets, or roam through the woods with a rifle and a bowie knife. He had a bicycle, played on a neighborhood football team and once took part in a Sunday-school play; but mostly he was engaged in more solitary pursuits. As a school friend has recalled, "He was always a quiet, reticent chap."

There was one incident in LeMay's childhood that throws considerable light on his character. He and a friend were playing on the bank of the Scioto River, having a mock battle with slingshots fired from the opposite sides of a big mound of earth. His

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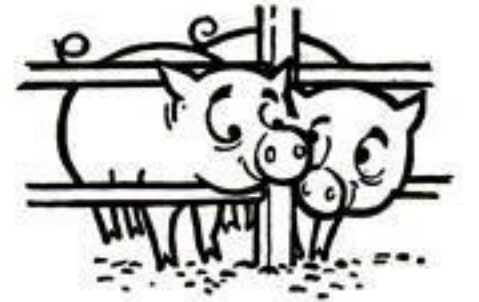


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Says: **R. W. MORGAN**, Director of Engineering, Fedders-Quigan Corporation



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The V-type evaporator is the reason why Fedders always wins in competitive cooling tests run in accordance with American Society of Refrigeration Engineers standards.

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I'd like to say one final thing about the dependability of the Fedders Room Air Conditioner. It is warranted for Five Years, but it is engineered to give you comfort for much longer than that. That's just one of the reasons why so many hotel owners, known for their exacting demands, choose Fedders over all other makes. Your Fedders dealer can tell you of many other advantages. You can find his name in your classified phone directory under "Air Conditioning". Won't you please visit him today, and see the powerful Fedders unit in action? For free attractive booklets on this new comfort appliance, write Fedders, Dept. 11-A, Buffalo 7, N. Y.

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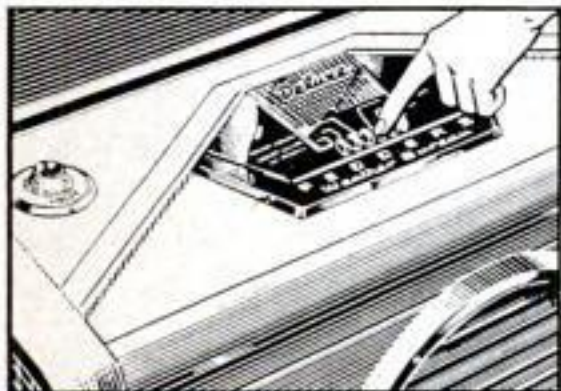
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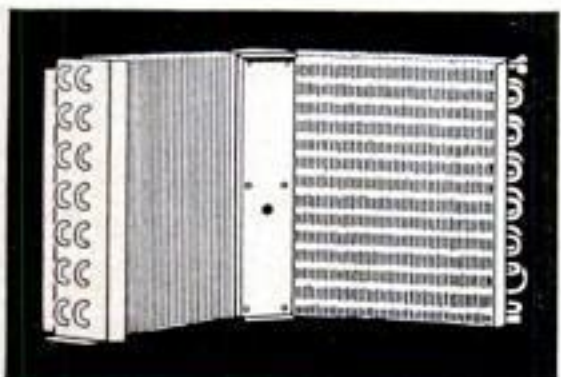
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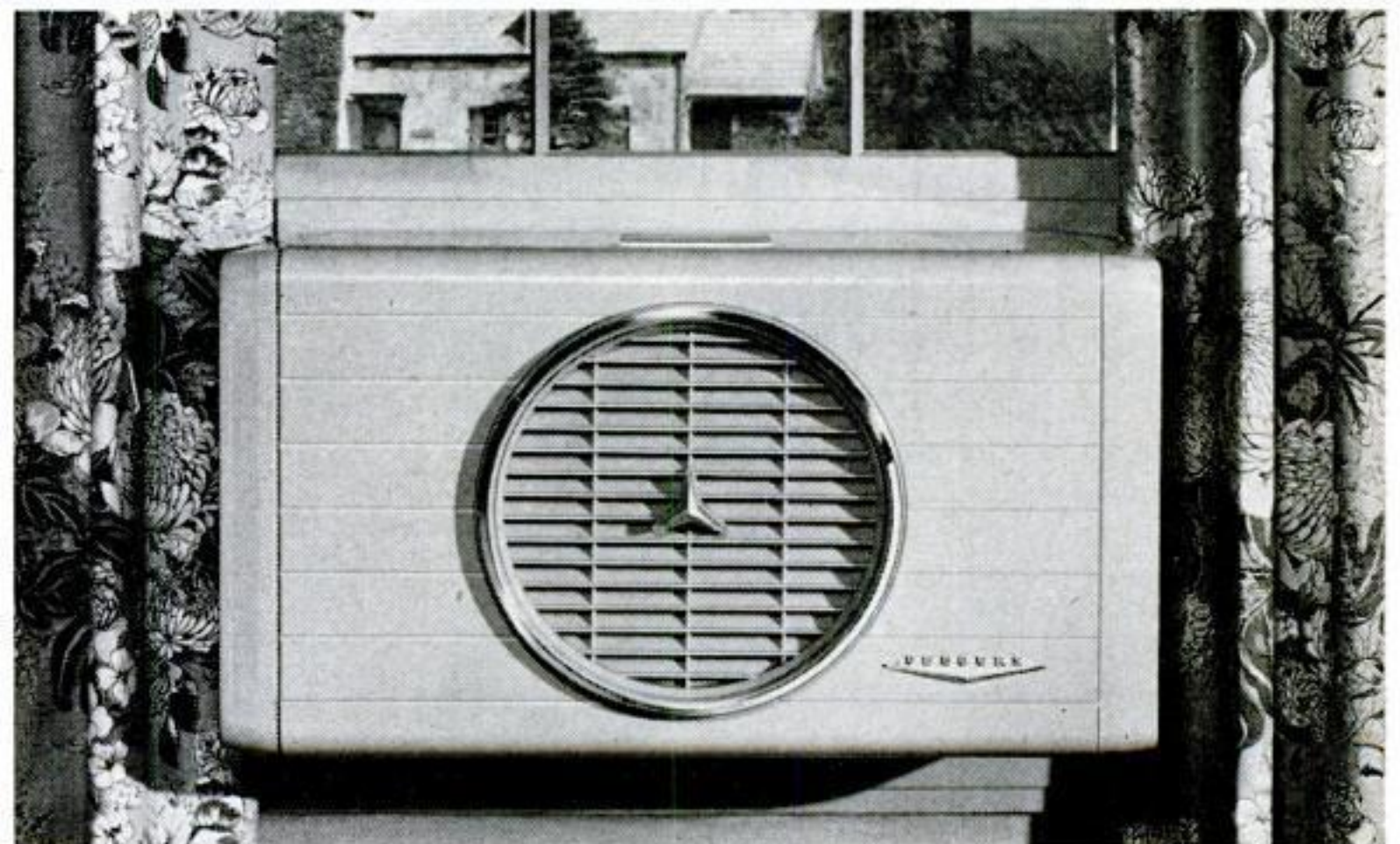
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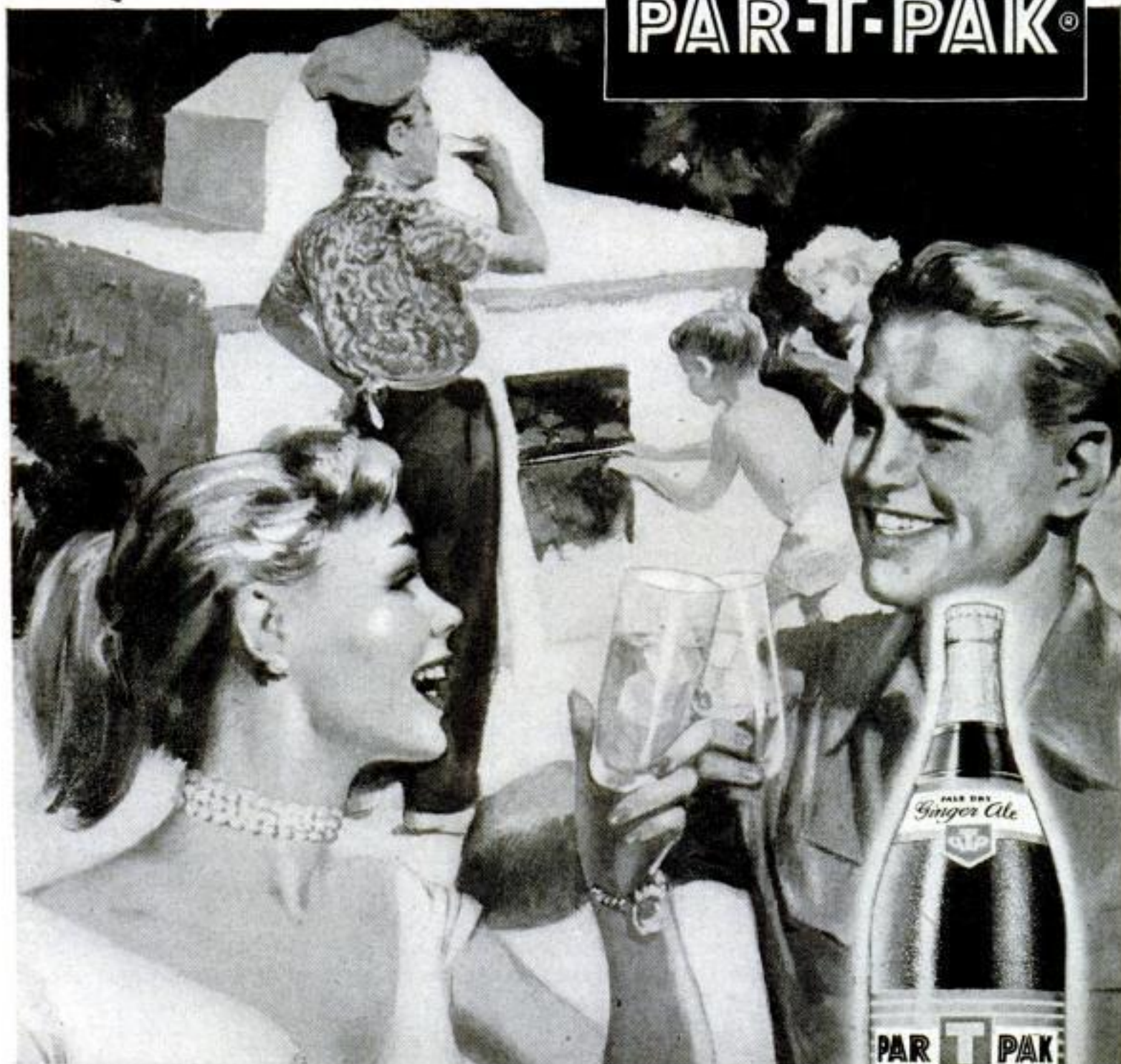
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**at ALL**  
**these**  
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**conveniences!**

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AND BEAUTIFUL  
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The KINGSTON Machine is manufactured by "BROTHER" the world's largest manufacturer of private brand sewing machines easily identified by the name BROTHER cast into the underside of the machine.

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## LeMAY CONTINUED

friend tired of the game and stood up to call the whole thing off. LeMay, before realizing his friend's intentions, took aim and fired. The stone struck his friend right beneath the left eye, causing a bruise which immediately began to swell to alarming proportions. In such a situation a child can react in many ways: LeMay might have displayed anything from cruel indifference to hysterical remorse. What he actually did was calmly take his friend to a nearby spring and bathe his eye in cold water for an hour until the swelling was gone. The incident was over; it was unfortunate, but there was no use regretting it. The thing to do was remedy it as efficiently as possible.

LeMay's high school annual lists his only extracurricular activity as debating. Under his graduation picture are the words, "If he had any faults, he has left us in doubt." He had already decided on the military life but soon discovered that the unsociable



**IRON-JAWED BOY,** LeMay had already developed tough look by high school.

son of a poor ironworker was not likely to get the congressional appointment required for entrance to West Point. At the same time he learned that the Army commissioned some of the honor graduates of Ohio State University, so he decided to study there.

His college career was strenuous. He took civil engineering, a difficult course, and he earned his own way in whatever fashion he could. During one semester he worked at a foundry from 5:30 p.m. to 2:30 a.m., then rose to attend a 9 a.m. class. He was supposed to graduate with the class of '28 but he had to keep dropping out to work full time, and when the spring of 1928 arrived he lacked sufficient credits for a diploma. This ended his hope of obtaining a direct commission as an

honor graduate. But LeMay was already following the military technique of having an alternate battle plan in readiness. He took a reserve commission through the university ROTC unit and promptly applied for air cadet training.

He planned, if his application was turned down, to return to the university for his degree. By early September, when the university year was about to begin, he had still received no word from the Air Corps. Should he assume that the Air Corps would take him—and thus possibly lose a school year if turned down? Or should he start his university classes—and thus possibly lose his registration fees and a good deal of study time if he were called up? Most young men would have pondered only these two alternatives, and indeed a friend of his who was in a similar position actually went ahead and enrolled at the university. LeMay, however, was more resourceful. He sent a telegram to The Adjutant General asking what had become of his application for air training. Within a few days he got an answer: he had been accepted and would start training on Nov. 1.

As a student pilot LeMay was as serious as ever. He shunned the weekend frolicking which was then considered an integral part of training and instead spent his spare time working over engines and navigation charts. Once, while stationed in Michigan after getting his wings, he was tempted to quit the Air Corps to fly Henry Ford's famous old three-engined transports for the fat salary of a private pilot. But he stayed with the military, became one of its topflight celestial navigators and was chosen to help run the B-17 Flying Fortress program when the Air Corps got the first of these planes in 1937. LeMay has been a big-bomber man ever since—while the big bomber has evolved from the 70-foot-long B-17 to the 156-foot B-52.

As a World War II division commander in the 8th Air Force in England, LeMay won considerable fame and his general's stars at the cost of a good deal of personal anguish. He was in the bombing program from the very beginning and the beginnings were painful to any man of a contemplative and perfectionist turn of mind. The U.S. had simply not been ready in any respect when the war began, and the first fliers to strike at Germany were sacrifices to this neglect. It was an experience which LeMay will never forget. "I never want to go through again what I had to go through in England for two years," he has since remarked. "If we could have staged 2,000-plane missions when we got there, the war would have been shortened by a lot of lives. But no, we weren't ready and we had to catch up—which meant that we had to sit there and watch the Luftwaffe train on us. . . ."

As a good soldier, however, LeMay was mostly interested in

CONTINUED ON PAGE 141



Look, Mom...  
you  
can't  
miss!



Blindfold (or with your eyes wide open) you just reach. Before you can say "ten generous servings of your favorite oven-fresh Kellogg's cereals," the cereal you want for breakfast is right in your hand. So easy. So convenient. So satisfying for all the different tastes 'round the table. So—remember to keep this pleaser within reach of your family—Kellogg's Variety Pack!



# "But Elmer, I didn't say it would make you live to 90!"

said Elsie, the Borden Cow.

"I don't need anything to help ME live to 90," bellowed Elmer the bull. "I HAVE DECIDED THAT I'M GOING TO LIVE TO 105 WITHOUT ANY HELP!"

"Well, if you're planning to live *that* long," laughed Elsie, "there's more reason than ever for you to drink Borden's Buttermilk *every* day."

"Oho," roared Elmer, "now Borden's Buttermilk is going to make me live longer."

"No, dear," smiled Elsie, "But Borden's Buttermilk will help you *keep* fit. It's not fattening. And this good healthful drink has *all* the proteins and minerals of milk *plus* that extra something that tones up your digestive system."

"Skip the sales talk!" snorted Elmer. "I drink buttermilk for *two* reasons. One, because it tastes good. And two, because it cools me off."

"Then drink away and cool off," coaxed Elsie



## ELSIE'S SPICY PEACH SHORTCAKE

3 cups sifted flour • 3 teaspoons baking powder  
1 teaspoon salt • ½ teaspoon baking soda  
½ teaspoon cinnamon • 1 teaspoon nutmeg  
½ cup sugar • ½ cup shortening  
1 cup **BORDEN'S BUTTERMILK** • melted butter

Sift flour. Measure and sift again with next 6 ingredients. Cut in shortening until mixture resembles coarse corn meal. Stirring with a fork, add buttermilk. Turn onto lightly floured board; knead for a few seconds. Divide dough in half. Roll each half into an 8-inch round. Place one round on cookie sheet; spread with melted butter. Top with remaining round. Bake in hot oven (450°F.) about 15 to 20 minutes. Cool. Put together with whipped cream and peaches. Makes 8 servings.

Your family's daily health drink—



**Borden's**  
**Refreshing**  
**Buttermilk**



as she handed him a glassful of Borden's tangy, refreshing buttermilk.

"DOWN THE HATCH!" thundered Elmer. "That's a he-man drink," he said, smacking his lips. "I'll have another—fill 'er up!"

"I'm sorry, Elmer, there isn't any more," explained Elsie. "I've put the rest of the Borden's Buttermilk in the spice cake."

"WHO EVER HEARD OF PUTTING BUTTERMILK IN A CAKE?" guffawed Elmer.

"Why every good cook *knows* that Borden's

Buttermilk is grand for making cakes," enthused Elsie. "And Elmer, I use it in waffles, biscuits and muffins, too. It makes them lighter and better tasting."

"Say," said Elmer thoughtfully, "if I'm drinking and *eating* buttermilk, too—I might live to 106!"

"Well, now, darling, let's not overdo this," smiled Elsie. "Let's end this the way we always do by saying . . .

"If it's Borden's, it's *got* to be good!"

## ALL-ABOARD! ALL-A-BORDEN'S!

Get Borden's Buttermilk on Elsie's Good Food Line!\*

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results. His job, in a phrase he used over and over throughout the war, was to "get the bombs on the targets." In this respect the 8th was woefully inefficient at the start. The reason, LeMay soon decided, was that his pilots were trying too hard to dodge the German ack-ack fire. Laying down an accurate bomb pattern requires a long straight run; but the pilots were taking "evasive action," zigging and zagging until the very moment the bomb bays opened. It was the human thing to do but it was intolerable in war. LeMay decided on a new rule and set the example himself. Leading an attack on the submarine pens at Lorient, he held a straight course during his bomb run for seven interminable minutes, defying the ack-ack gunners to do their best. His own plane and several others were hit by flak. But all returned to their base and the aerial reconnaissance photos showed what LeMay knew would have to be true: the bombs had fallen where they were supposed to and the Germans had taken a severe blow. From that day on, the pilots held to their bomb runs regardless of what went on around them. In his terse language LeMay explained it: "Having paid the price of admission to get over the targets, we've got to get the benefits."

Lacking time to train all crews to an equal standard of proficiency, LeMay originated the system of "lead crews," where one plane manned by the finest crew available led the way over the target and signaled the others when to release their bombs. He developed formations which would have maximum firing power against the German fighters. And he himself went to the controls as often as he could get away with it. Among other missions, he led the famous one on the heavily defended German airplane plant at Regensburg, which cost the U.S. 31 bombers and the Germans untold numbers of unproduced Messerschmitts. He did admit afterward in a letter to his wife (he wrote to her every day while he was overseas), "We had a rough trip today. It could have been the weather or it could have been me. . . ."

### The 'bugs' in the B-29

AFTER 27 months in England, LeMay was sent to India and got his first combat experience with the B-29, the plane with which he was eventually to conquer Japan. His job again was pioneering—to send a handful of these untried new planes on perilous exploratory missions against Japanese wartime strongholds like Singapore, as much as 3,900 miles round trip without benefit of fighter protection. Not only were the missions hazardous but the B-29 itself had been rushed into combat and was still full of production-line "bugs," a tricky plane given to sudden engine failure. With tragic frequency, plane after plane cracked up. The accident rate was alarming. The results of the raids were difficult to assess and were obviously just a drop in the bucket at best. But LeMay took the unhappy assignment in his usual sober, methodical stride. He would stand on the airfield, silently smoking his pipe as his planes took off one after another on their missions—many of them never to be seen again. Then he would bow his head slightly and walk back to his headquarters, his eyes on the ground and on his face an expression that one correspondent described as "a look of Napoleonic abstraction."

Many years later a reporter asked LeMay if the engine failures had not represented a particularly difficult morale problem. He looked surprised and said, "Most of the boys just took it as something we had to live with." This remark doubtlessly expressed LeMay's own attitude. Whether all his fliers were equally philosophical is something else again. But it is significant that LeMay has never thought to ponder this question.

Gradually the B-29 became a respectable airplane. The production bugs were ironed out and the maintenance crews, under LeMay's constant prodding, learned to make the engines behave. By the time he was transferred to Guam in early 1945 to become the commander in the field for the all-out attack on Japan from the new U.S. bases in the Marianas, he knew he had the airplane to do the job. Up to his arrival, however, the B-29s had not been accomplishing too much. They had to fly 3,128 miles round trip and they were running into stubborn fighter and antiaircraft opposition. Some were being shot down and others were running out of gas and dropping into the sea. The bomb pattern shown by the reconnaissance photos left a lot to be desired.

Again it was the old story of getting the bombs on the target. LeMay called off all the missions for a while to give his crews intensive training. He had them bomb the very devil out of some of the little uninhabited islands around Guam just for the practice. He selected lead crews and had them practice all over again. He somehow managed to diffuse such a spirit through the maintenance crews that they practically fought for the chance to work on planes

CONTINUED ON NEXT PAGE

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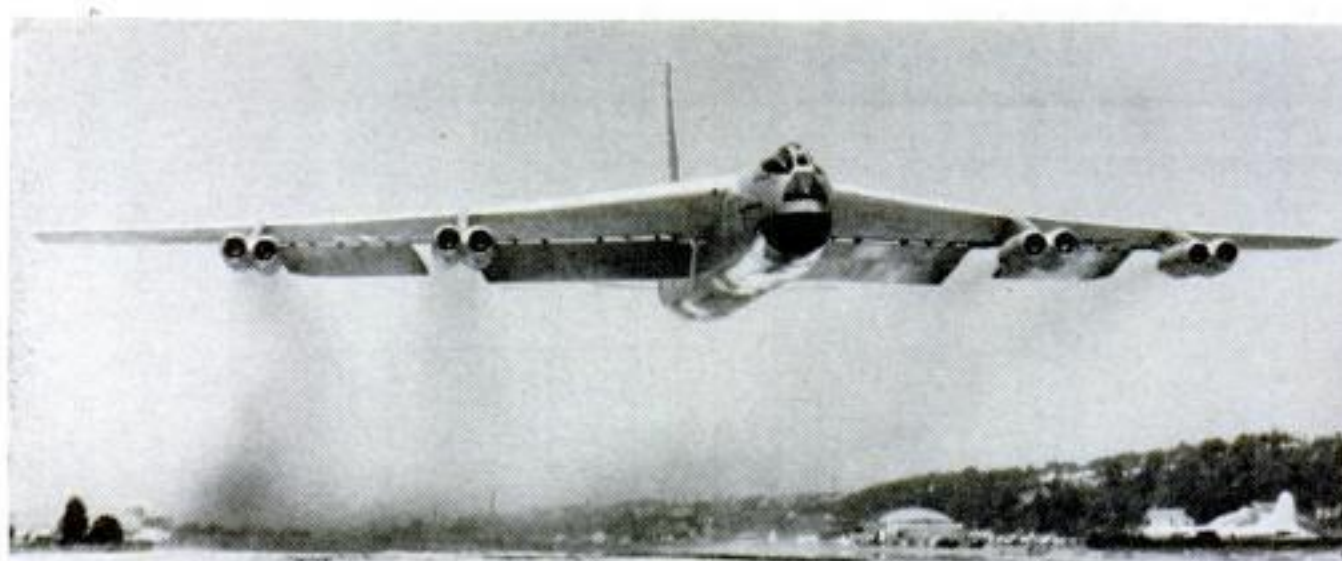
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SAC'S SUNDAY PUNCHES would be delivered by these planes: B-36 (top), jet B-47 (middle) or long-range jet B-52. All three can carry H-bomb.

#### LeMAY CONTINUED

from other squadrons as well as their own. Then he sent his planes over Japan and they did much better. But they still had to cope with the Japanese fighters, who were deadly in the daylight, and with terrific high-altitude winds that threw off their bombing runs.

At that point LeMay made one of the crucial military decisions of all time, a decision that will certainly go down in history alongside such fortunate tactical choices as Washington's counterattack at Trenton and such strategic fiascos as Napoleon's invasion of Russia. LeMay became utterly convinced that the Japanese fighter planes, as effective as they might be by day, could do nothing at night. He also decided that the Japanese ack-ack fire, geared to shooting the B-29s at 25,000 feet, would be helpless against a surprise low-level attack at, say, 6,000 feet. He also believed that night bombing by radar at a low level, against winds of ordinary velocity, would be more effective than daylight bombing by a plane buffeted by those high-altitude gales. His considered judgment, therefore, was to throw his force against the capital city of Tokyo by night, at 6,000 feet, with an extra bomb load in place of gunners. (There was more danger that the gunners might shoot each other down in these unfamiliar nighttime tactics, he figured, than that Japanese fighters would do much damage.)

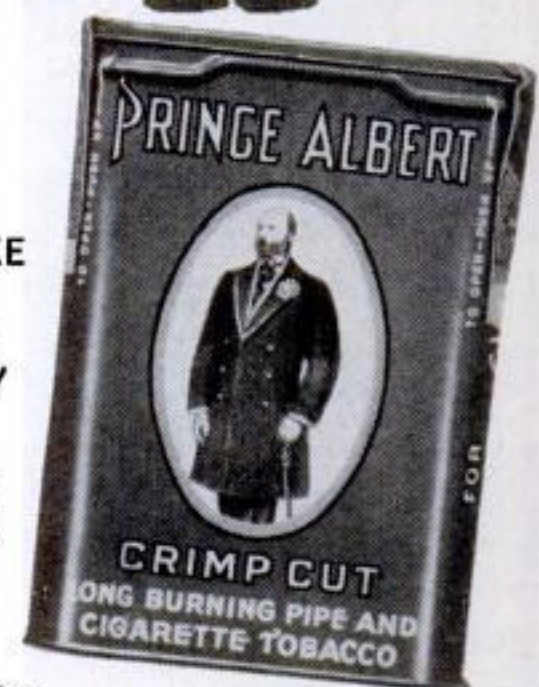
Such was his judgment. To execute it required the greatest imaginable force of character. In the first place his beliefs were not shared by the majority of his staff officers. If he was wrong, as the majority believed, he would be throwing away the heart of the 20th Air Force, its precious B-29s and its best pilots, navigators, radar men and bombardiers; he would be sending his men to a certain massacre. He would undoubtedly go down as one of history's worst guessers, a military idiot.

There LeMay sat, on the tight, tropical little island of Guam, 8,420 miles from the Pentagon, weighing his decision. Across the world, as any student of military science could see, the Allies were rapidly bringing Germany to defeat. Soon the whole Allied strength could be brought to bear for a final assault on Japan. There was no longer any question that the U.S. and its friends would win the war, and fairly soon—unless, of course, somebody made a terrible error, such as sending the B-29 fleet into a hopeless ambush. Why take the chance? And of course there was another matter: no man,

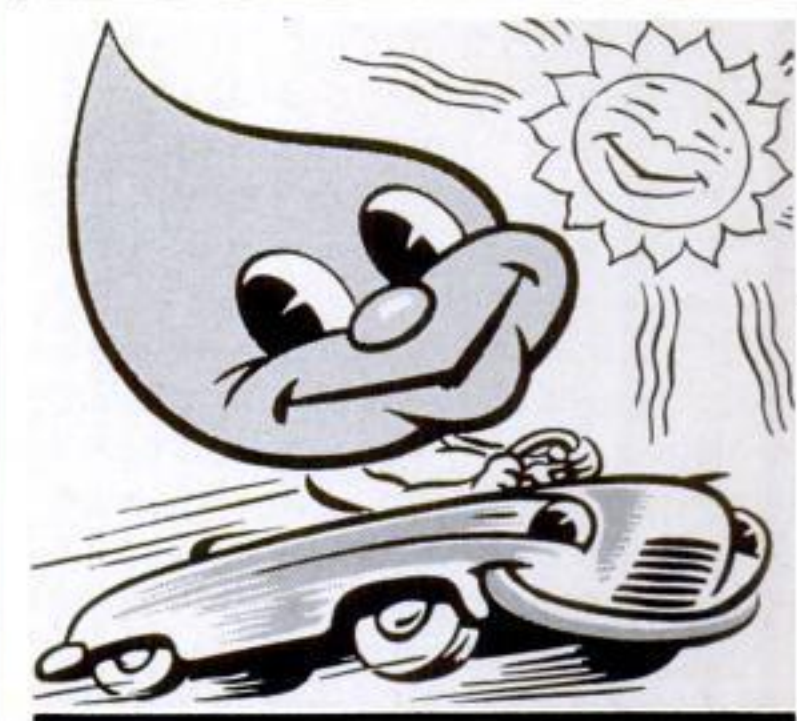


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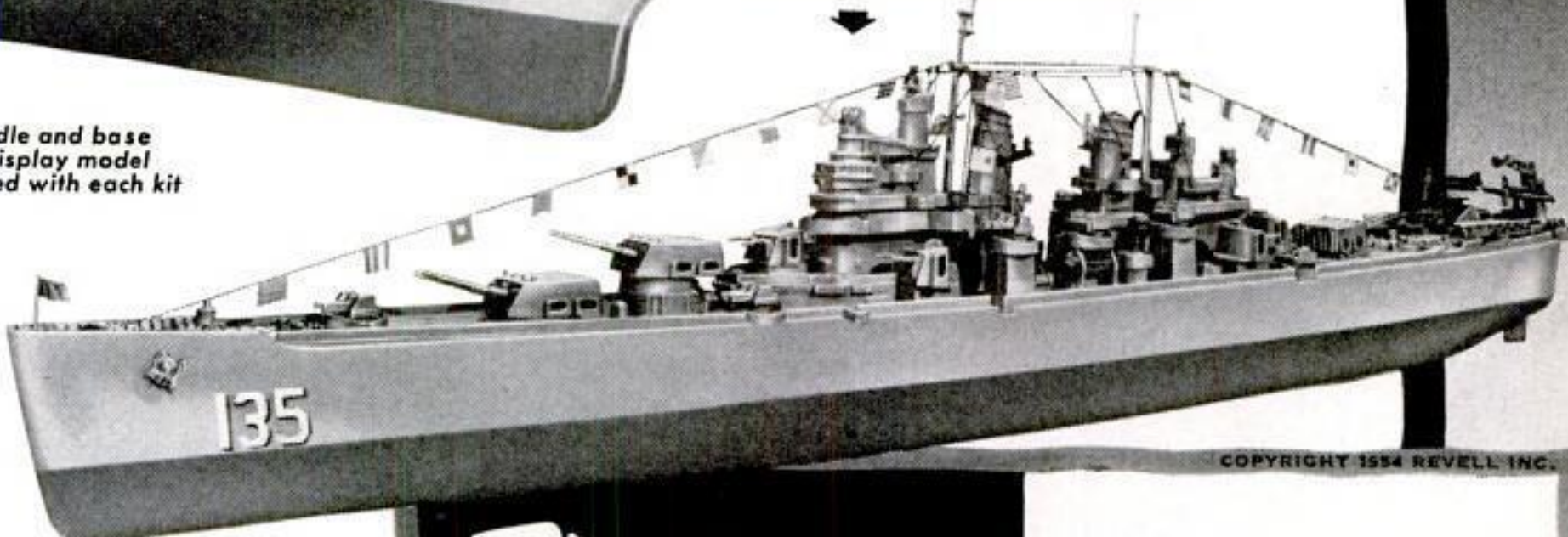
...and help Dad assemble and paint these "Admiral's Fleet" models



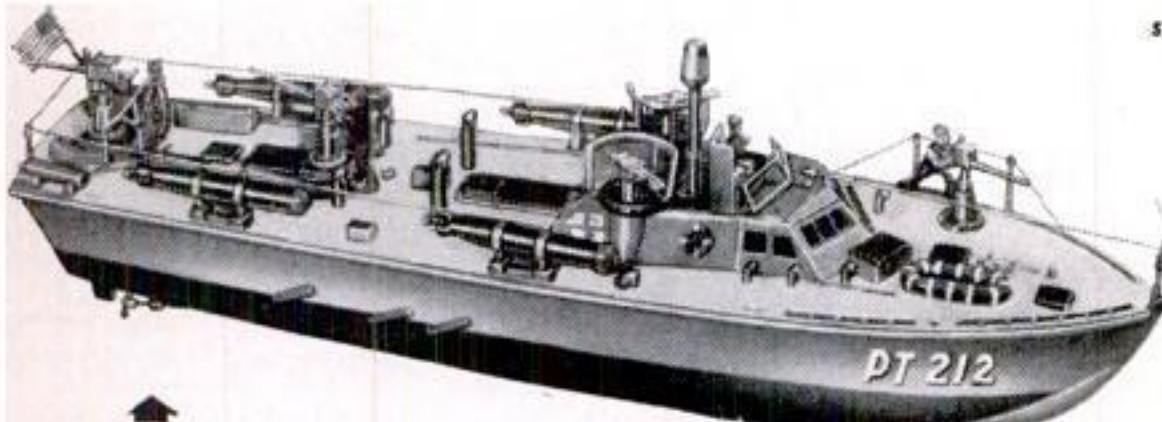
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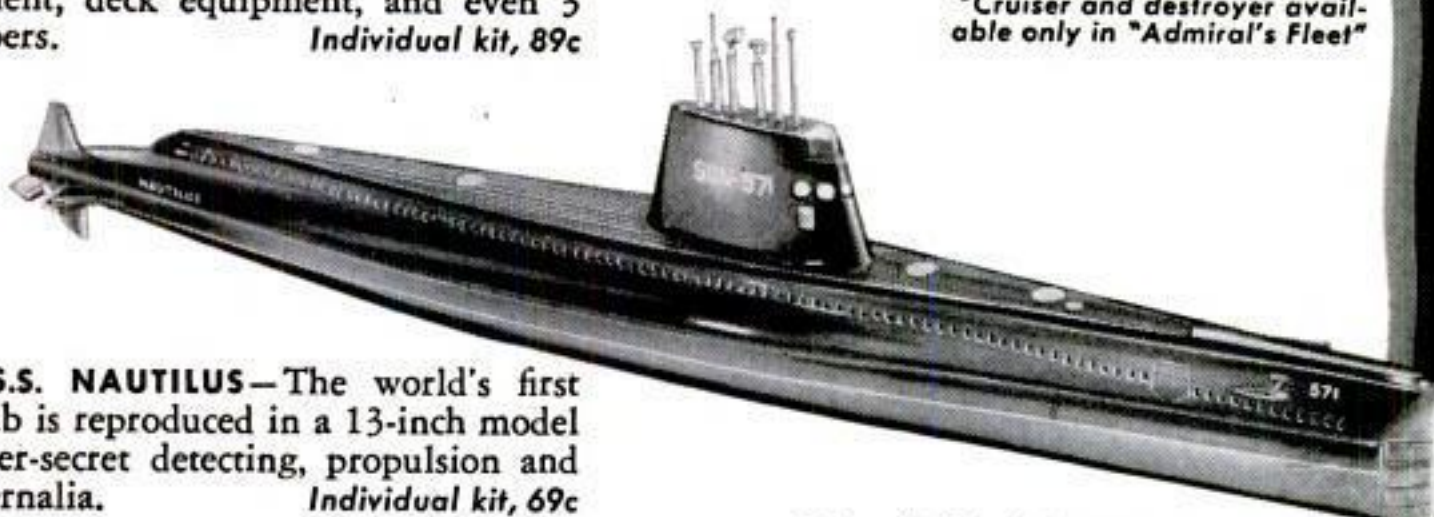


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## LeMAY CONTINUED

however dedicated to duty and to country, can help thinking at times of his own neck. LeMay must have realized that all he had to do was sit tight, use the old high-level tactics and wait for the invasion to preserve the reputation as a boy wonder that he had achieved in Europe. As far as he personally was concerned, he could win nothing and could lose everything by making the gamble.

It is a measure of LeMay, as a military commander and as a man, that he did not hesitate. He did not even do what many men would have been tempted to do—temporize by bucking the decision up to the Pentagon. He saw his duty and he did it. He took out the guns. He piled on the bombs. He sent 335 B-29s up to Tokyo to fly in at 6,000 feet and drop their fire bombs.

That attack saved, in all probability, a million U.S. dead and wounded, perhaps even more. It was enormously successful; it practically obliterated 15 square miles of Tokyo, including some of the city's most important industrial shops. And it set the pattern for a whole summer of raiding in which LeMay systematically destroyed one Japanese city after another. Once he had the right system for victory, LeMay piled it on. On his own initiative he stepped up the assault beyond anything contemplated in the Pentagon, where the war in the Pacific was still second in priority to the European war. As fast as bombs trickled through the long supply line to Guam, the B-29s dropped them. LeMay threw in everything he could get his hands on. Sometimes 50 or more of his B-29s would be laid up for repairs at 8 o'clock in the morning. At 10 a.m. a planeload of spare parts would arrive from the U.S.—and by 5 p.m. the B-29s were taking off for Japan.

## The cigar and the grommet

LEMay was a strange, hard, inspiring figure during those busy and intense days on Guam. Compared to some of his subordinate officers, flamboyant fliers of dash and charm who loved to drink, gamble and exchange racy anecdotes, LeMay often looked—as one correspondent put it—like "an accountant put down among a bunch of polo players." His office was simply a couple of quonset huts set end to end. His desk was a bare piece of plywood. He lived in a little house overlooking the ocean and spent a great deal of time there sitting alone on the porch, staring at the water and doubtless contemplating how to get more bombs on the target. To most people on the island he was known as "The Cigar," for he was almost never seen without one clamped between his teeth. Others called him "The Grommet," for he seemed to be the only air officer in the Pacific who had not removed the steel grommet from inside his cap to give it that famed "50-mission look."

He was all business, no monkeyshines. One enlisted man has said, "If you had been in the Pacific for three years, as I had been, you were past wondering when the war would ever end. You began to wonder if any of the generals or admirals really cared. They had it pretty good on Guam, with their own houses and iceboxes and a steady liquor allowance and not much work to do. Then along came LeMay, bustling around in a beat-up old staff car with that cigar in his mouth, and somehow you knew that here was one fellow who was doing his damndest to get you home."

The word went around Guam that LeMay had bet a thousand dollars the war would be over by the end of summer. The B-29s began hitting Japan with almost complete impunity. The casualty rate dropped until it was safer to bomb Japan than take a training flight in the U.S. After all this the atom bomb was unnecessary. The Japanese were ready to surrender—and everybody in the 20th Air Force knew it—even before Hiroshima. LeMay's gamble had paid off.

One might think that he would have been inclined to go to Japan as the conquering hero and survey his handiwork. But when he was asked about making the trip he said, almost as if expressing regret for what he had been forced to do to such places as Tokyo, "I don't want to go. Japan is just another place I don't want to go." He did duck in and out for the ceremony of the peace treaty but then went quietly home like a good soldier with his duty done.

There is one aspect of LeMay's victory in the Pacific that has surely not been lost upon the Russians. The fire raids, as much as the dropping of the atom bomb, involved grave moral problems. They were planned to destroy industry, but everybody knew that each time LeMay sent his B-29s out a lot of innocent and helpless men, women and babies were also going to be burned up. This fact did not deter LeMay. He is a thoroughgoing professional soldier. To him warfare reduces itself to a simple alternative: kill or be killed. He would not hesitate a moment—indeed he would not consider any moral problem to be involved at all—in unleashing



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CONTINUED ON PAGE 147





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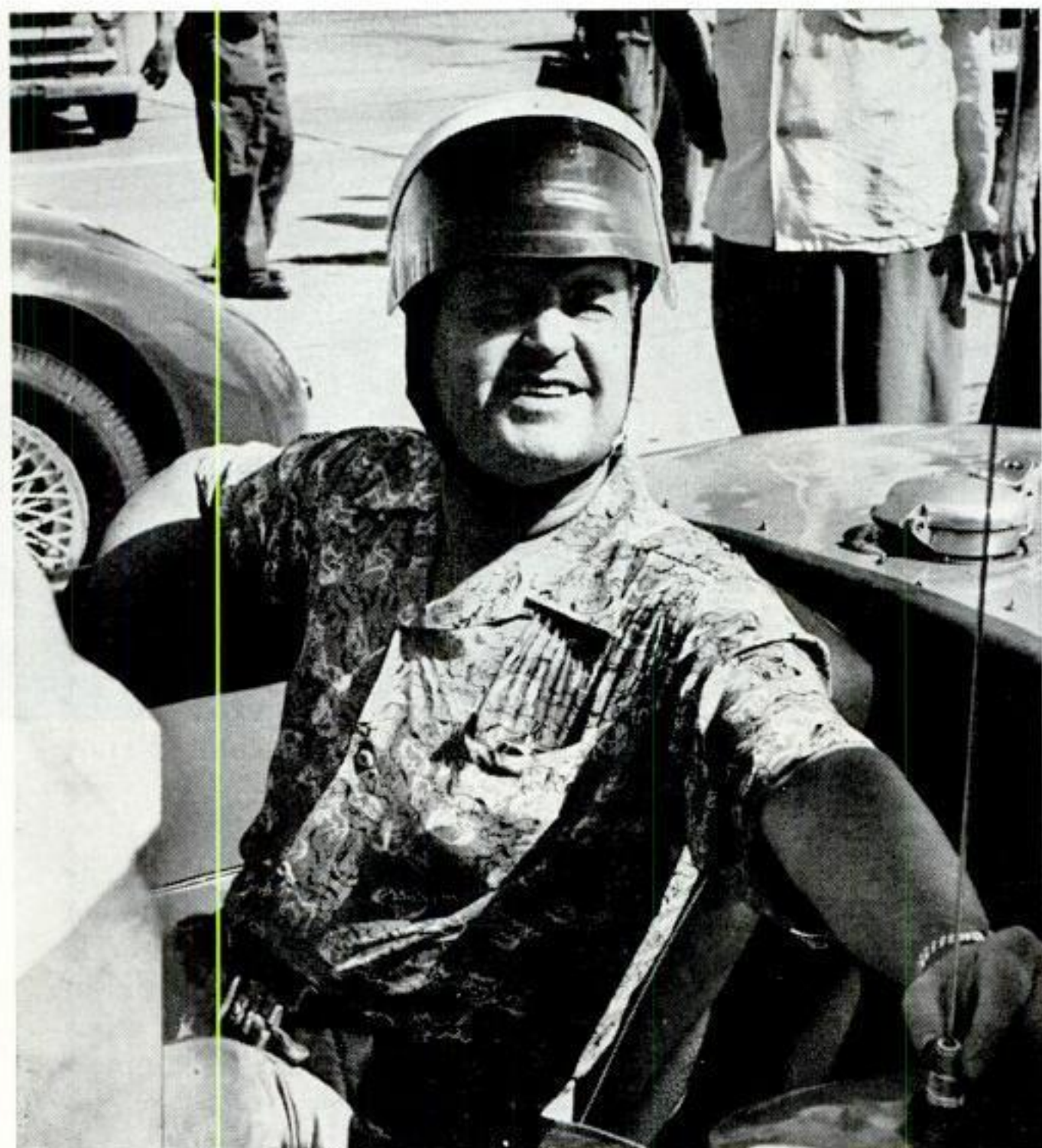
## LeMAY CONTINUED

the terrible power that now lies in his hands with the B-36, the B-47, the B-52 and the hydrogen bomb. In comparison to most Americans, who have not seen the shooting aspect of war and have never given too much thought to military problems, LeMay is a very tough man—the kind of man the Russians respect.

LeMay threw everything he had against the Japanese. If the need came, it would only be in character for him to throw everything he now has—and it is of course infinitely more devastating—against the Russians. Because the U.S. itself is now vulnerable to bombing, its airfields and its aircraft plants included, SAC must figure that it would be at peak strength on the first day of any war and would rapidly decline thereafter. It would therefore be logical for any commander possessed of the guts to throw his entire strength at the Russians in the very first wave, to send every plane, every crew and every bomb out in one vast all-or-nothing attack. At SAC's present strength, this would mean total destruction, within a matter of days or even hours, of practically every known concentration of Russian industry, transportation or military strength.

Could the Russians stop such an attack? Nobody in SAC has the slightest thought that they could even slow it down. So far as is known, the Russians have no ground radar to direct antiaircraft fire that would be effective at the extreme high altitude of the present U.S. bombers. There is no doubt whatever among SAC's staff that SAC as it stands today could, if the signal were given, completely devastate Russia and have by far the majority of its crews return to tell the tale. As one SAC officer has ominously put it, "If the Russians decide to go to war, they won't have any country to go back to."

This is tough talk and completely ignores what might simultaneously be happening to U.S. cities, but it may be that LeMay will be able to perform his greatest service for the U.S. and for civilization by acting as the symbol of toughness. Sooner or later any conversation with high SAC officials gets around to such historic custodians of the world peace as the Roman legions and the British navy. It is obvious that LeMay and his staff think of themselves in this role. They conceive of their mission as keeping SAC such a marvel of efficiency and power that its strength will never have to be tested. Just how this hope will work out remains to be seen, for during the historic periods of peace there was only one Roman army and one British navy whereas now the Russians have their own strategic air force and their own hydrogen bomb. But it is a rule of human nature that the toughest cop has to swing his nightstick the least—and LeMay is without doubt the toughest cop of the Western world.



**LeMAY'S HOBBY** is sports cars and souped-up engines, which he builds with enlisted men in the air base hobby shops. Here he is in a Cadillac-Allard, which he owned and entered in benefit events on airport runways last summer.

**"Please help me stop harmful scratching!"**



## Sergeant's stops scratching quickly

Fleas, lice, fungus—stop all these scratching problems now with one powder. Sergeant's new SKIP-FLEA SCRATCH Powder ends them all and deodorizes your dog, too.

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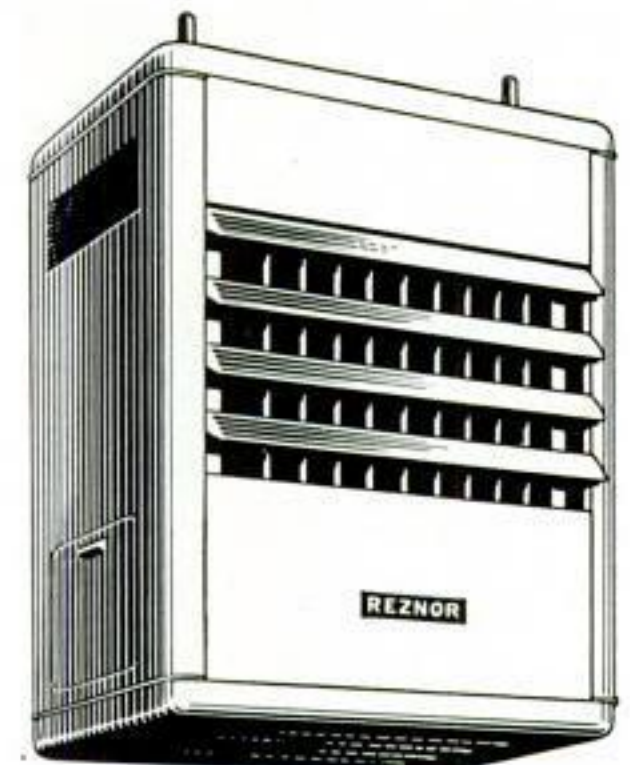
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*Life Goes to*  
*Perle's Homecoming Party*

**HOSTESS MESTA IS BACK IN BUSINESS AGAIN**

After more than four years on the road, first as Harry Truman's minister to Luxembourg, then as a globe-trotter and journalist, hostess Perle Mesta last month was back at her old stand in Washington. There, in the first party she has given since returning to the U.S., she entertained old friends at the Sheraton-Park Hotel. The homecoming party, given in honor of Washington's newspaper women, turned out to be a genuine Mesta production. The guests had champagne and a sumptuous buffet, while

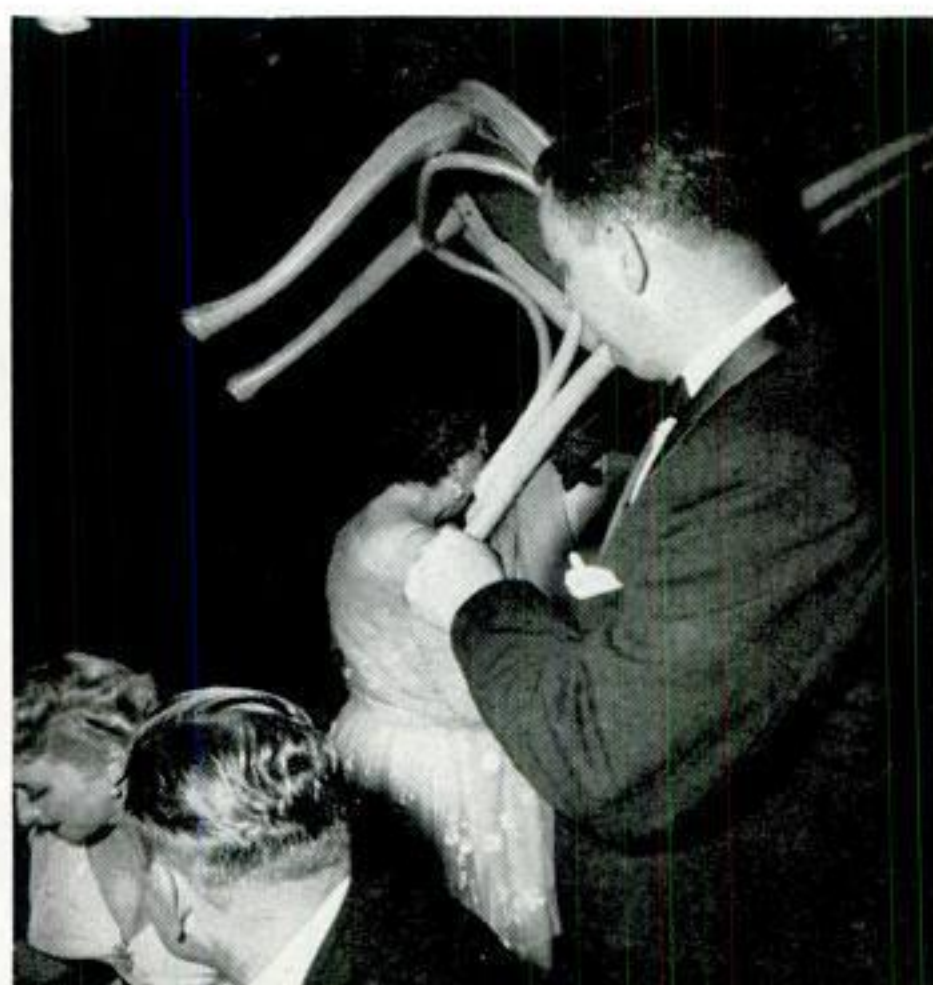




**TWIRLS HIS PRETTY PARTNER DURING A RUMBA**

the hostess, sipping Coke and eating nothing, was everywhere, checking music with the orchestra leader, calling guests to the microphone to sing, shifting the program when she sensed the crowd was losing interest. "I always play a party by ear," she explains.

But what really made the party were the two assets, displayed on the opposite page, which have made Perle famous as "the hostess with the mostes' on the ball": a friendly grin and the gladdest hand this side of Grover Whalen's.



**CHAIR BEARER**, a Washington caterer, was detailed to follow table-hopping hostess (above, left).



After seating her (above, right), he waited till she was through visiting, then took up burden again.



**HAPPY HOSTESS** sits on bandstand and roars with laughter while Singer Hank Fort presents song

she had written especially for Perle's party. Called *Protocol*, it poked fun at Washington social intrigue.



**COMMANDING GESTURE** is used by Perle to get attention of violinists who played for the guests.

**HEARTY APPLAUSE** is given to guest Celeste Holm who dedicated song *Young at Heart* to hostess.



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with confidence. It's a powerful germ killer that goes down deep to kill germs on contact, and so prevent infection. Its protection lasts for hours. BACTINE is crystal-clear, has a pleasant odor, leaves no stain.

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## Homecoming Party CONTINUED



**CONTINENTAL GREETING** of French Ambassador Bonnet, reminiscent of *Call Me Madam*, charms ex-diplomat Mesta who beams as he lifts her hand.



**JUDICIAL HANDSHAKE** of Chief Justice Earl Warren, who came to party with wife (right), daughter Virginia (center), is warmly returned by hostess.



**AMBASSADORIAL TOAST** by Manuel De Moya (standing, left), Dominican envoy to U.S., delights hostess. In all, 28 ambassadors attended party.

CONTINUED ON PAGE 152



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# Catalina cottons

Try on one of these cotton beauties...and see how nice your figure really is. The secret is that Catalina shirrs cotton to hug the waist, mold the bosom and hide the hips—so *all* of your figure is lovelier. And Catalina cottons take to water with perfect poise!

Coming soon: Amazing new BELGIMERE sweaters by Catalina



Shown, left to right:

**HONEY CHILD**  
Matching Everglaze® prints in pink, light blue or navy combination—\$10.95.

**CAT'S MEOW**  
Signature Fabrics print in white, black or pink combination—\$12.95.

**BUZZIN' AROUND**  
Everglaze® print with white bra top. Honey yellow, mint green or candy pink combination—\$10.95.

**KITTY PUFF**  
Kitty-cats-on-a-pillow design. Pink or blue with white or white with coral—\$9.95.

For name of nearest store, write: Catalina, Inc., Dept. N, 443 S. San Pedro, Los Angeles 13, Calif.

For copy of new folder, "Ten Glamour Tips for the Beach," send 10¢ to above address.

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\*Pityrosporum Ovale, which many authorities recognize as the cause of infectious dandruff.

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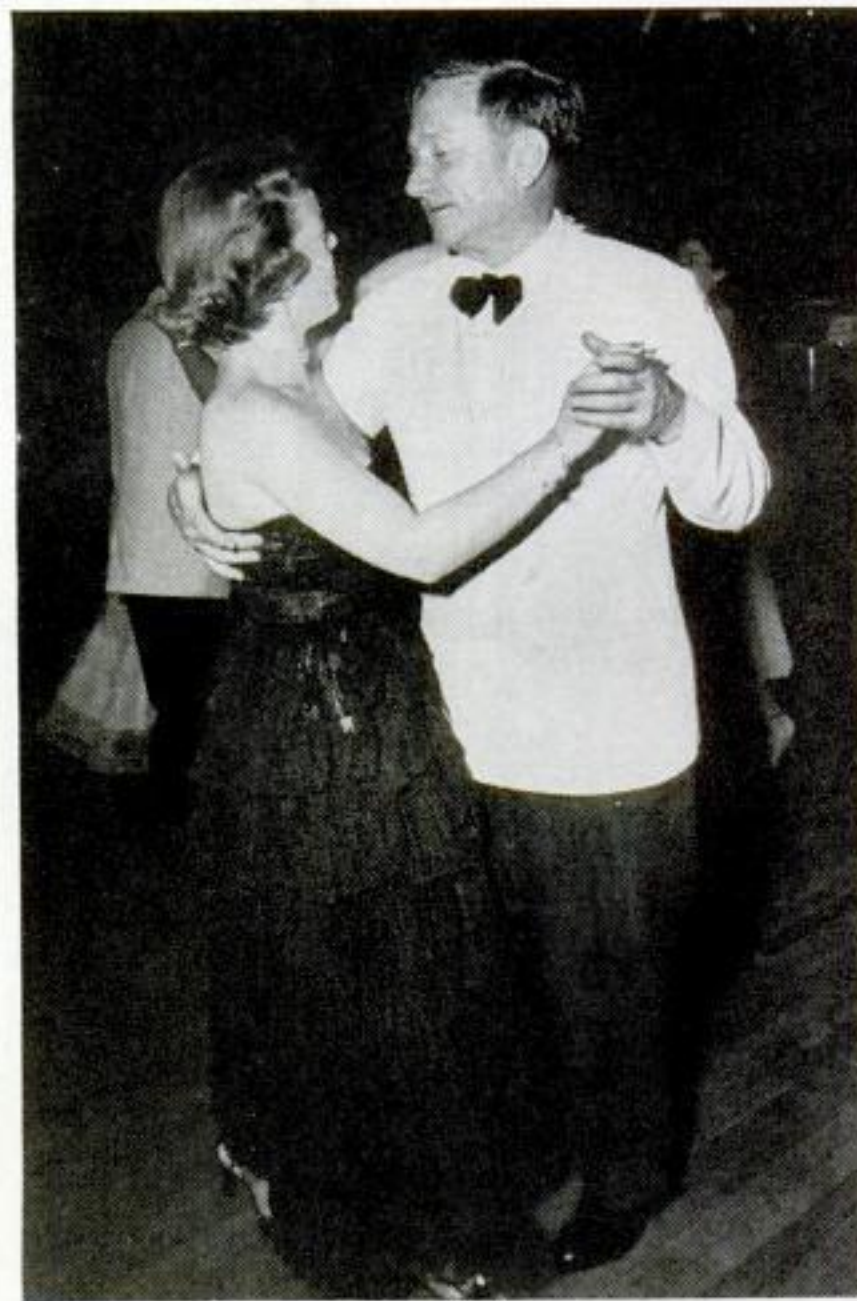
You will enjoy the smoothness and comfort of the new PRO Nylon Combs because—every comb is *hand finished*.

You will have the world's toughest comb—made of the most durable and pliable nylon and guaranteed for life not to break in normal use.

**IT PAYS TO BUY THE BEST.  
THE BEST IS ALWAYS A PRO**

## Homecoming Party CONTINUED

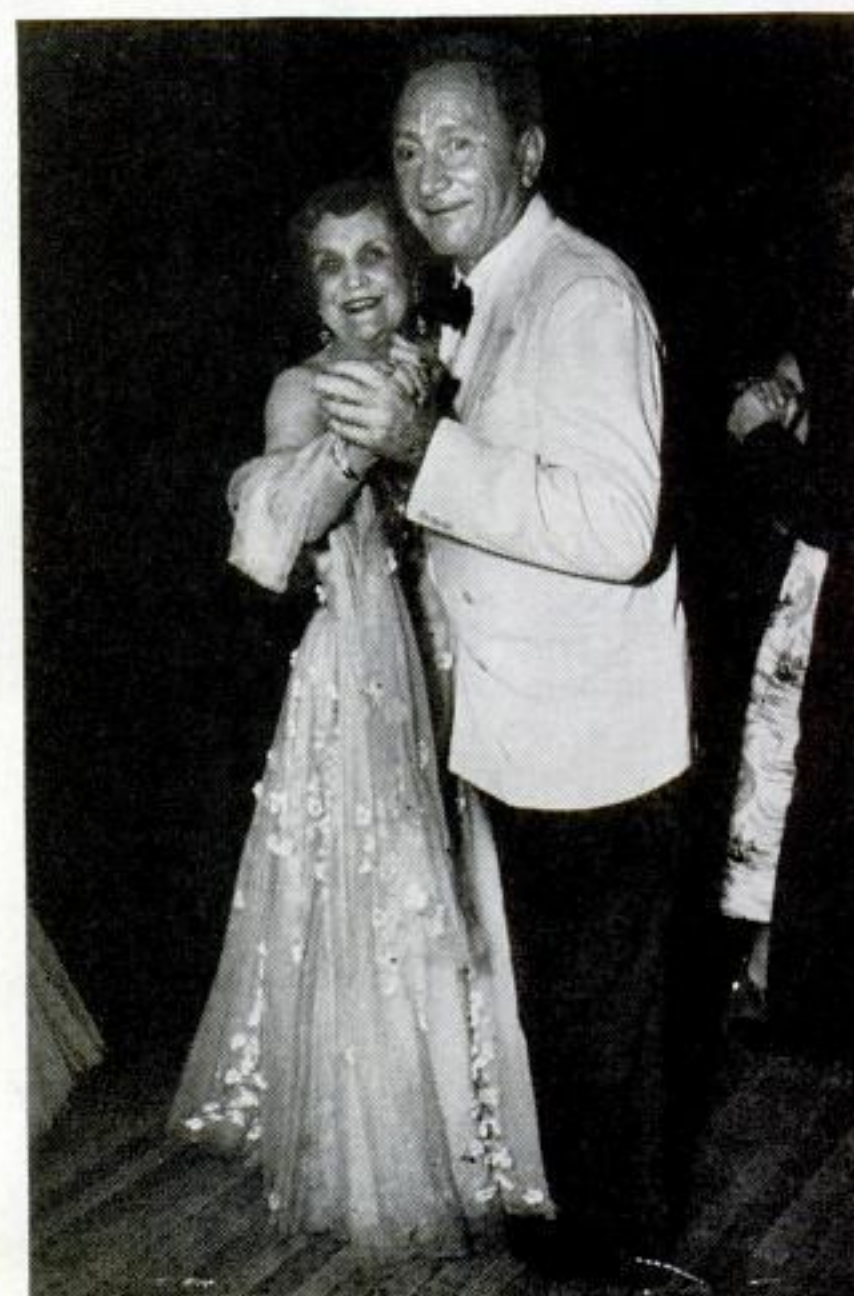
### SOME HIGH COURTLINESS



**BOYISH GRIN** covers face of Supreme Court Justice William O. Douglas as he waltzes in hotel ballroom with pretty 25-year-old Virginia Warren.



**RAPT GAZE** takes over when Douglas dances with Actress Celeste Holm, who wore white gown to sing (p. 149) but switched to black sheath afterward.



**PARTY SMILE** is worn in dance with Mrs. Mesta. Near end of party, sure everything was going all right, the hostess relaxed, took a few turns on floor.

## IF YOU SUFFER **PAIN**

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**HEADACHE  
NEURITIS  
NEURALGIA**  
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the way thousands of  
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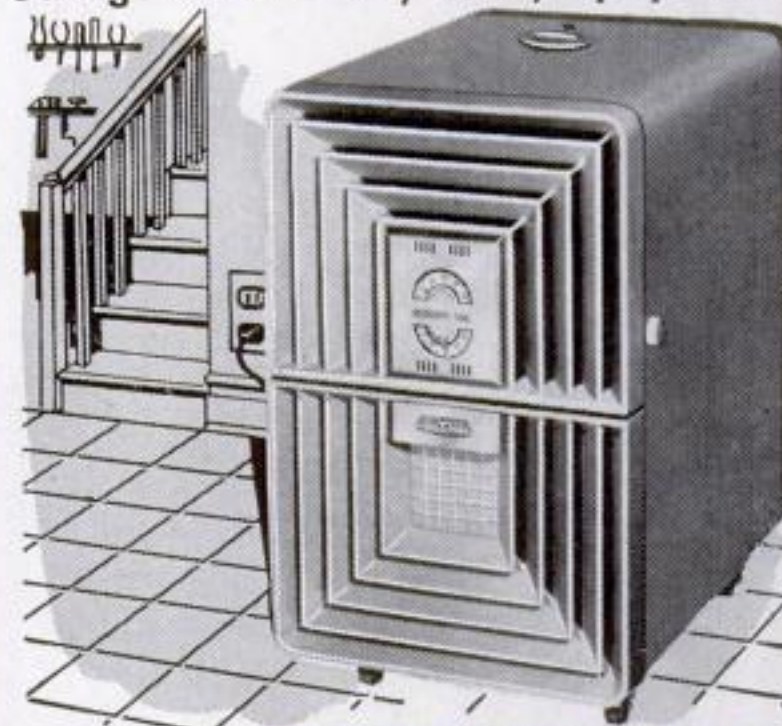
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## The Secret of Holding Attention

Our young people today seem to be much better educated than when I was finishing my schooling. Is this because our schools are better? I wouldn't say necessarily; in many cases schools are so crowded they are probably worse.

The answer is in the effectiveness of other kinds of education. This is where LIFE, radio, television, good newspapers—and exhibitions such as our Museum of Science and Industry—all make important contributions.

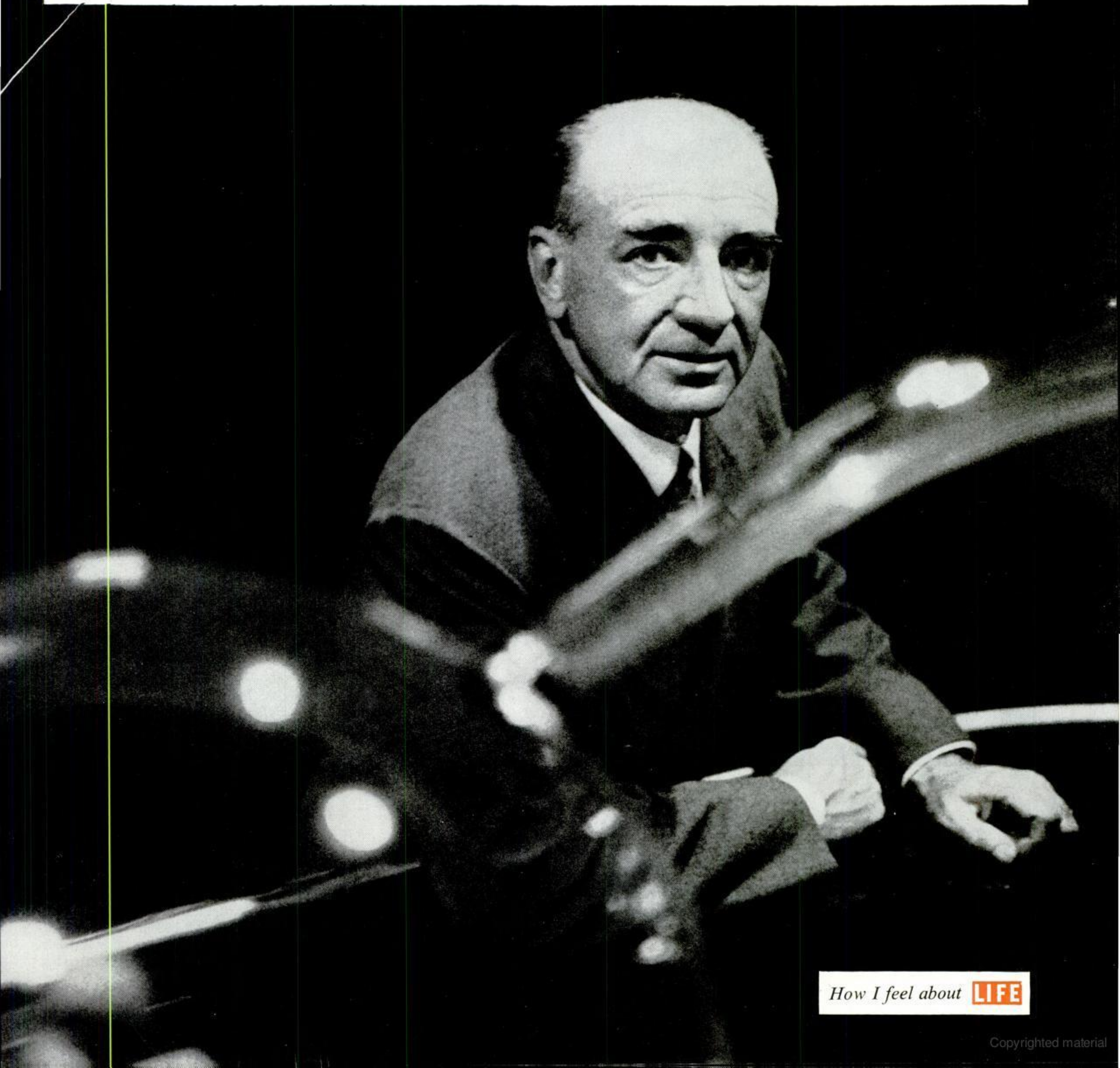
In formal education, the audience is a captive one. There is little the pupil can do about it; he must stay in class, whether he is paying attention or not. But in less formal education, the instant you cease to hold your audience, it is gone. It flicks the dial or turns the page or walks away from you to something else.

LIFE's pictures and articles have a quality that makes people want to stay and learn.

There's a popular fallacy that holds man would rather dig ditches than use his brain. It's just not so. Most people have an insatiable appetite—if it is properly aroused—for solid information. At the Chicago Century of Progress, of which I was manager, ten times as many people visited the Hall of Science as saw Sally Rand do her fan dance!

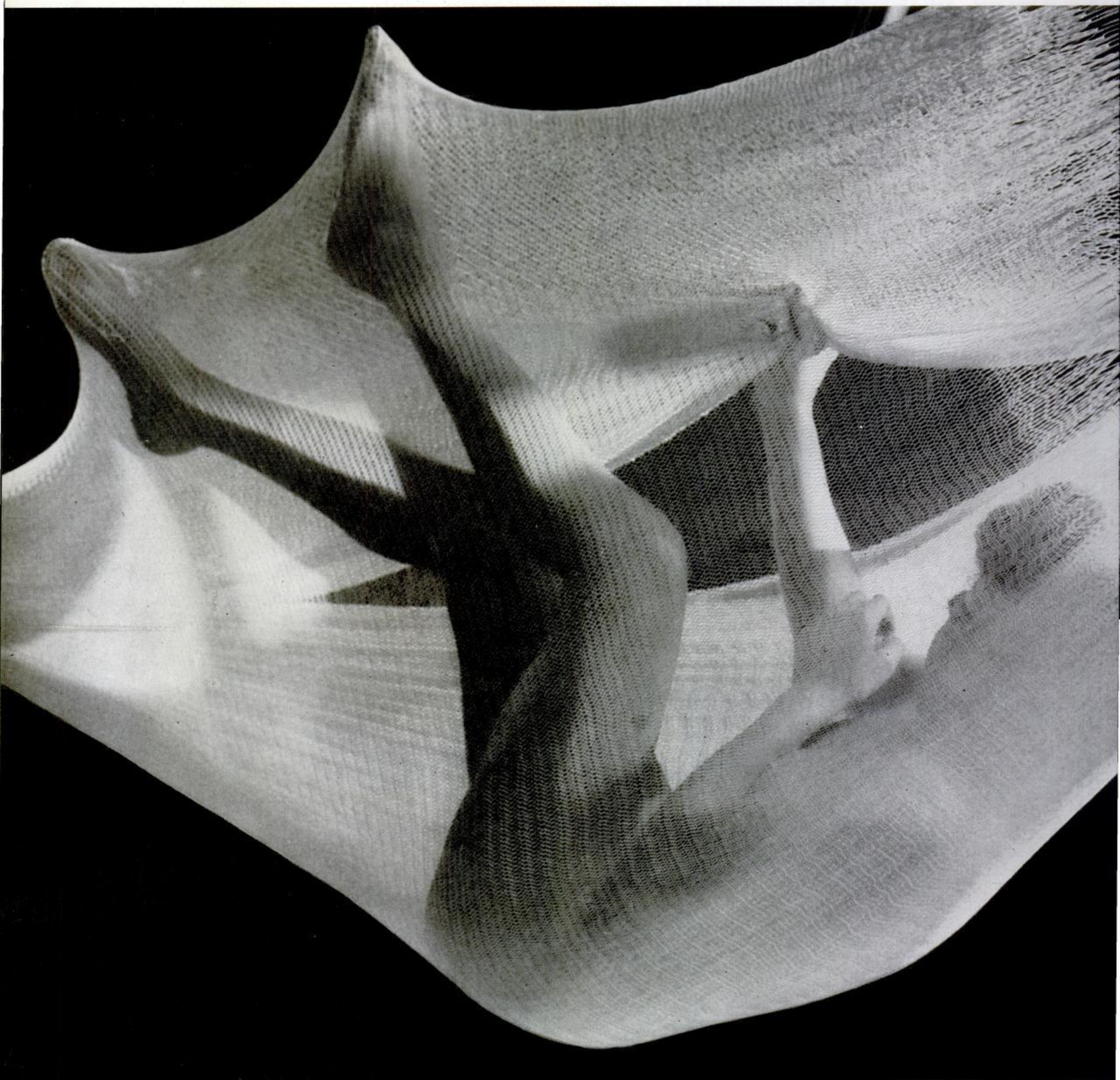
In every issue of LIFE there is at least one feature I feel instantly that I must read. For LIFE's editors have mastered the secret of getting and holding attention. They have made education so attractive, so easy to get at, that people actually find it fun to satisfy their appetite for information.

By **LENOX R. LOHR**, president, Chicago Museum of Science and Industry



How I feel about **LIFE**





## MISS IN A MESH

When he bought a finely meshed hammock in Mexico, LIFE Photographer Wallace Kirkland decided to commemorate his visit by taking pictures of it in use. Dissatisfied with the results, he photographed it again in Florida while on another assignment.

Still not satisfied, he brought it to Chicago and photographed it with an artist's model inside. This time, having carted the souvenir 2,000 miles from Mexico, Kirkland finally was content with the summertime composition his springy hammock provided.



Now featured at America's finer bars...

# The new Calvert "Lo-Ball"!

**Tastier! Less filling! Quick and easy to make!**

**ASK THE MAN** behind the bar to serve you the new Calvert "Lo-Ball", a short "Hi-Ball" mixed to suit your own taste. And make a hit with guests by serving it at home, too.

More and more folks are switching to shorter drinks that are less filling and more flavorful. You'll enjoy this new favorite made with Calvert Reserve... the whiskey that is rich in taste yet light and liltng on the tongue.

## HOW TO MAKE the Calvert "Lo-Ball":

Two cubes of ice, a generous jigger of Calvert Reserve, a splash of your favorite mixer (soda, ginger ale, 7-Up, cola, or just plain water). Trim with twist of lemon peel if you wish.

And make your gin drinks with Calvert, too. Calvert Gin has a smoother, dryer flavor that makes every drink a success. For whiskey or gin... **COMPARE AND YOU'LL SWITCH TO CALVERT!**



# Calvert

WHISKEY  GIN

Have them both when folks drop in!



Send for specially designed "Lo-Ball" Glasses  
with your initial hand carved!



- Four beautiful crystal-clear glasses for only \$1.00 (less than half their retail value).
- Your initial hand-carved on each glass.
- Made for us by famous manufacturer.
- Use to serve the Calvert "Lo-

Ball", Old Fashioneds, "Martini on the Rocks", etc.

- Each set accompanied by easy-to-make recipes.

Ask your liquor dealer for a coupon next time you stop in to get a bottle of smoother, mellower Calvert or use the coupon from this ad.

## FILL IN THIS COUPON, TODAY!

PLEASE SEND ME \_\_\_\_\_ sets of 4 Calvert "Lo-Ball" glasses and recipe folder. I enclose \$\_\_\_\_\_ to cover cost of glasses and mailing. (Enclose \$1.00 for each set. Limit of 3 sets.)

My initial, to be hand-carved on glasses, is \_\_\_\_\_  
(One initial only)

Name \_\_\_\_\_  
(Please print)

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Mail to Calvert, Box 5068-W, Chicago, Ill.

(Offer void if taxed, prohibited, or otherwise restricted by state or municipal laws. Limited to U.S.A., its territories and possessions. Delivery of glasses takes two to three weeks. Offer expires Nov. 1, 1954.)



What makes  
a Lucky  
taste better?



## ***"IT'S TOASTED"*** to taste better!

"I'll tell you something," says actress Betsy von Furstenberg, "I smoke Luckies because they taste so much better." It's natural that Luckies taste better. First of all, Lucky Strike means fine tobacco. And that tobacco is toasted to taste better. "It's Toasted"—the famous Lucky Strike process—brings Luckies' fine tobacco to its peak of flavor... tones up this light, mild, good-tasting tobacco to make it taste even better—cleaner, fresher, smoother. That's our story pure and simple: a Lucky tastes better because it's the cigarette of fine tobacco . . . and "It's Toasted" to taste better. So for more smoking enjoyment, Be Happy—Go Lucky.

# LUCKIES TASTE BETTER

CLEANER,  
FRESHER,  
SMOOTHER!

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